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CATTLE COUNT

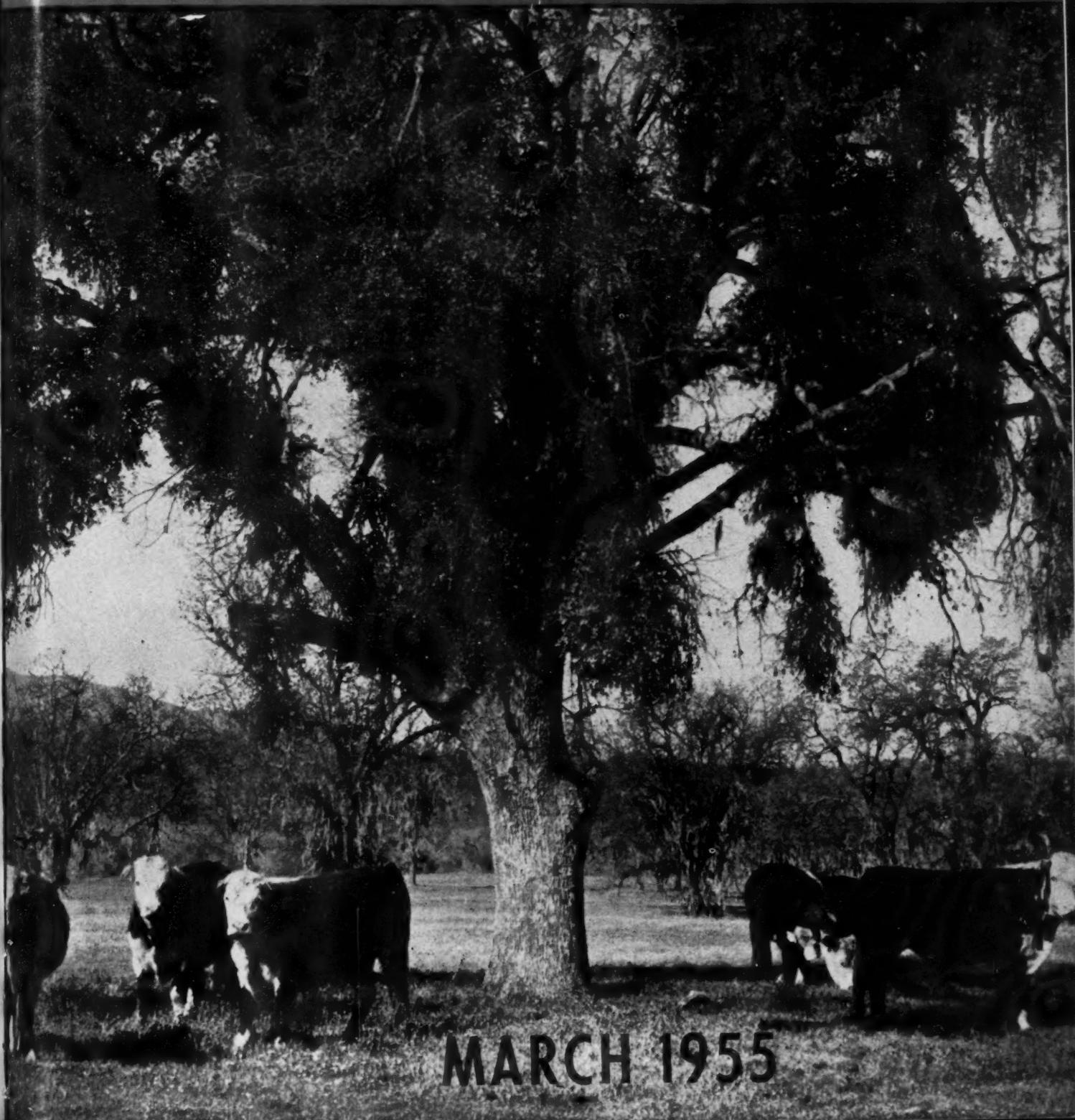
ATOMIC AGE

FREEZING WEATHER

# CATTLE PRODUCER

• THE CATTLEMAN'S BUSINESS MAGAZINE

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MARCH 1955



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Just as you take great pride in your ranch, your cattle and your brand — so we take pride in our reputation for integrity. In lending money through ranch mortgages, we're always careful to protect the interests of those who borrow from us. We've been in business for over 100 years and we expect to be around for a great many more. Integrity is the very basis of our business; we take pride in our name and in our "top grade brand."

ence in the financial management of ranches, and those who know them respect their abilities in this field. You can profit by getting to know the one nearest you. Even though you have not definitely decided to borrow, or how much or when, get in touch with one of these men. His advice will be valuable — and there's no obligation.

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Save  
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By Treating with the Liquid  
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Or, If You Prefer a Bolus, Use  
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SCOUR BOLUSES**

Each contains triple-sulfas that combat the scour-pneumonia complex and enteritis, along with ingredients to soothe irritated intestines.

To do a thorough job of treatment that will assure the saving of MORE calves, we recommend:

- (1) Prompt action at first symptoms, purging bowels with castor oil.
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- (3) Build up animal's strength with frequent feedings of gruels, milk, raw eggs, etc.
- (4) Avoid dehydration from loss of fluids, along with careful sanitation throughout.
- (5) In severe cases give FRANKLIN Penicillin-Streptomycin Solution in addition to above FRANKLIN Scour Treatment.

For more complete information see 1955 Franklin catalog or your local Franklin Drug Store Dealer.

*It Pays to Dehorn Early*

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Stop those horns while the calves are small: Dehorned cattle are worth more to the buyer. Less damage from horn gouges and bruises. **THE TIME TO DEHORN CATTLE IS WHILE THEY ARE SMALL.**

Dehorning wounds heal more quickly. More shapely heads result in higher prices. Less shrink is experienced. Why make a major job out of a minor one?

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#### Franklin DEHORNING PASTE

—is convenient and economical to use. Does a quick, efficient bloodless job.

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—in four sizes; scoop out horn buttons with a minimum wound, which may be sealed quickly with Blood Stopper.

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—do a quick, efficient job on those calves of from 2 to 4 months old. Use Blood Stopper to stop blood flow.

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—stop horn growth . . . Use standard electric current, heats uniformly.

#### COPPER DEHORNING IRONS

—for dehorning with heat if you don't have electricity. In 3 sizes.

#### Franklin Blood Stopper and DEHORNING PAINT

—cuts loss of blood and aids in prompt healing.

"steady is  
as steady  
does"—

## 270 Bulls in 11 Years from to "Rocky Hill"

for their big Alvord Ranch  
in Eastern Oregon; help build  
a 3,000 cow herd, all sired by  
WHR Bulls.

● **producing** uniform, good-  
quality steers, with heavy bone  
and deep bodies, with satisfac-  
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● **selling** always near the top.

● **in demand** by the packers for  
"grade" and dressing per cent.

**an enviable long-time record**




and right now at WHR

## 50 Bulls for Sale

good quality, suitable for top  
**BEEF** production, thrifty,  
ready to go to work

The best "buy" in the long run  
more weight on the scales  
more money in the bank

 use WHR bulls  
for best results

**Wyoming Hereford Ranch**  
**Cheyenne, Wyo.**

Write Us Today

Get Ready for a Good Year

## Letters TO THE EDITOR

### CATTELMEN GO TO RENO—

We held our convention in Reno;  
For sure, 'twas a pell-mell "camino";  
Our train went by Frisco—  
The town of Nabisco—  
But how in the thunder did we know?  
We rode a big bus at beginnin';  
Arranged by our friend, Horace Henin';  
This sort of arrangement  
Engendered estrangement  
Between all the men and the "wemmin."  
To Oakland we all took a Ferry,  
With Gene and Lou C. and with Mary,  
While Beulah—so splendid,  
Concerned what the men did—  
She said, "Don't you men get contrary."  
From Oakland to Reno was awful!  
And there's where we all got a crow full:  
We went in the Lounge car  
But we didn't get far—  
To sit there, they said, was unlawful.  
This made us so mad that we worried  
And back to the chair car we scurried;  
But when we reached Reno—  
So famous for keno—  
The insults, of course, we had buried.  
The first night we went to the Sky Room  
To see the floor show above my room.  
The gals felt their liquors  
For they were high kickers;  
Indeed 'twas no place for a shy groom.

(Continued on Page 37)

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801 EAST 17TH AVE., DENVER 18, COLO.

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RADFORD HALL.....Business Manager

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# The Lookout

**The number of cattle** on ranches and farms rose for the sixth consecutive year during 1954, reaching a record of 95,433,000 head on Jan. 1 according to USDA. The gain of 646,000 was the smallest since the number began to rise in 1949.

Here are the changes for beef animals: Cows two years old or older and heifers one to two years, up 1 per cent; calves and steers, up 2 per cent. (Calf crop was 42,210,000, up 3 per cent, representing an 87 per cent crop. This is not strictly a calving rate because the inventory does not include all cows and heifers that gave birth to calves—calves from long yearling heifers which are not included in the computations. Experts believe the crop estimate is fairly conservative because of more calving at younger age and many heifers added to herds.) Bulls are down 3 per cent.

Among milk stock, heifers one to two years and cows two years old and older declined 1 per cent and heifer calves were up the same percentage.

The estimate once again came out higher than expected by the estimators.

The 55 million hogs and pigs on farms Jan. 1 was 13 per cent above the relatively low figure of a year earlier. Number of sheep and lambs dropped 1 per cent to 30.9 million.

**Prospects for the coming year** indicate that prices of livestock products will be fairly well maintained near present levels.

The chief import of the larger cattle inventory is on the prospective slaughter for 1955, which will be larger than had been expected.

**The record number of cattle** also indicates prices are not likely to continue to rise in 1955. General continuation of 1954 levels is a more likely prospect. Grass cattle may strengthen this spring; in the case of well-finished animals a further seasonal decline may come.

The fact that number of breeding stock is practically unchanged is significant. The total rise in cattle inventories, at about  $\frac{2}{3}$  of 1 per cent, amounts to virtual stabilization in the cattle herd.

**There is some concern** over the market this fall. The present large inventories could cause an increase in marketing of range and semi-range animals which again increased slightly.

It appears it would be a wise practice again to market more heavily of cows and heifers, declares Secretary F. E. Mollin of the American National Cattlemen's Association. Slaughter of this class must reach at least 50 per cent of all federally inspected slaughter to insure control of the size of the herd. Last year such slaughter was 47.2 per cent; in 1953, 43.3 per cent.

**The 79-80-pounds-per-capita** consumption figure of 1954 is expected, says USDA, to last perhaps a couple of years; at any rate, it should continue the same this year as last, in a sort of marking-time period.

**Record stocks of feed grains** were on hand Jan. 1—12 per cent more than a year earlier. Use of feed grains the rest of this season is expected to be somewhat heavier than in the same period of 1953-54. But stocks at the end of the season will be at least as large as last year's record carryover.

**Pickup in economic activity** which began last fall has continued into 1955 but at a somewhat slower pace, according to the USDA.

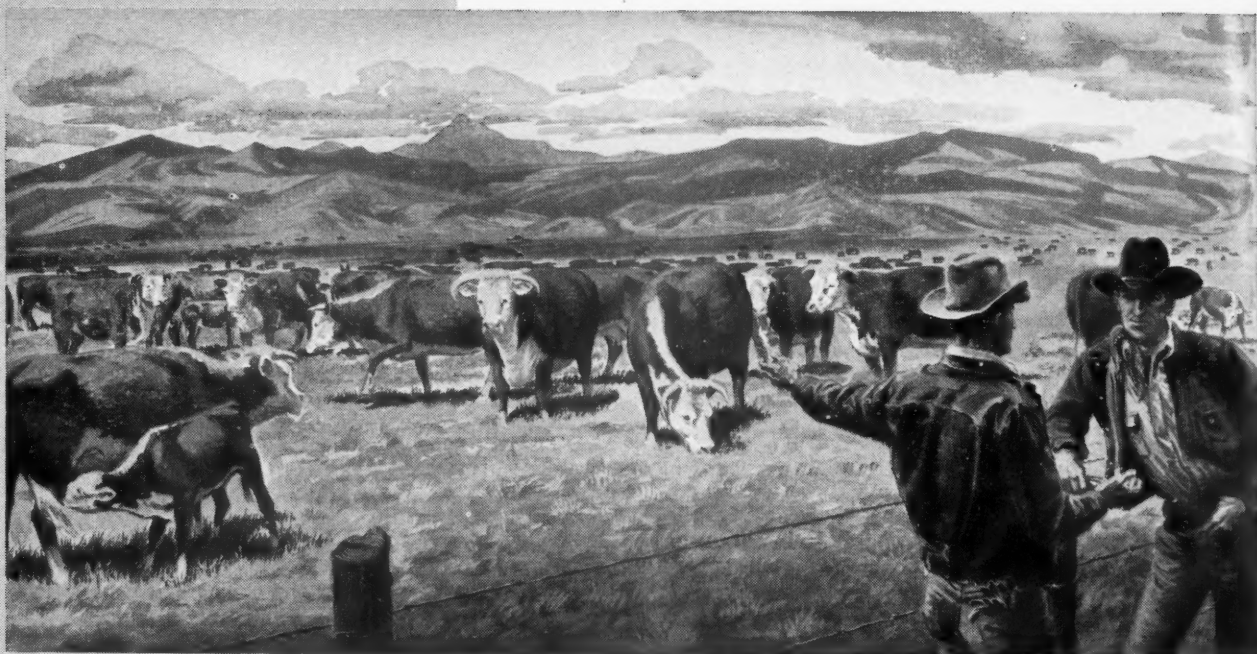
**Heavy buying by consumers** and the continuing boom in construction of new homes are pacing the rise in economic activity. Sales at retail stores in January totaled a tenth above a year earlier. Auto dealers showed the largest increase. Food sales were up 2 per cent. Gains also were made for most other groups of commodities.

A rise in income to a new high supports the strong consumer market. Outlays for new homes in January were up a third from a year earlier.

Consumers and the home builders contributed much to offsetting the effects of the decline in defense spending and business investment over the past year.

**Prices consumers pay for food** are expected to hold at about the present level through 1955.

The consumer's food dollar is likely to be split between farmers and marketing agencies about the same way this year as in 1954—43 cents to the farmers, 57 cents to marketing agencies. The farmers' share last year was 2 cents below 1953 and the lowest of the post-war period.



# BEAT THESE PROFIT-THIEVES WITH **SULMET**<sup>®</sup>

SULFAMETHAZINE

- 1 SHIPPING FEVER**
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Here's why SULMET Sulfamethazine is your most dependable weapon against these livestock diseases:

It gives you *stronger, longer* action against all the organisms that cause these diseases.

—builds high blood concentration against infection.

—is powerful yet easy on the animal—and costs you less per animal treated. With SULMET you give lower dosages at less frequent intervals. Frequently, only one treatment is needed!

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March,

## The Trade Issue

H. R. 1 PASSED the House on the shirttail of a lot of talk about tariffs being a bar to international trade and a stumbling block to our strategic interests abroad.

But this bill to lower our tariffs got by only after a hard fight.

**Maybe we're beginning to realize that there has been too much distorted emphasis on "high" American tariffs. Actually our tariffs are lower than most.**

IT TOOK the impassioned plea of both the minority leader and his assistant and the majority leader in the House as well as considerable direct pressure from the executive branch to squeak this bill through.

It was finally passed by a margin of only seven votes—and this after the widespread propaganda that there was little opposition to the measure; that our tariffs are too high; that our foreign trade and prestige will suffer without the new law.

Actually, the non-communistic countries are beginning to run into more and more competition among themselves, and some of them do not appreciate our attempts to enter into markets that are theirs.

Our offer to sell a few million pounds of butter to whatever country would bid on it has sharply pointed up this feeling.

There is little doubt that the Reciprocal Trade Act will be extended, but we venture the opinion that the Senate will not, as did the House, pass this weakening bill without protective amendments.

**The administration of the present act, which calls for recommendations of the U. S. Tariff Commission in complaint cases, has been largely on the side of disregarding the commission's recommendations. This should cause any group to hesitate to extend the present law without amendment.**

WORKABLE SAFEGUARDS for domestic industry and labor are vital, and the Senate will undoubtedly add such amendments to the bill.

Neither the current trade situation nor prospects for future trade justify any general reduction in the tariff such as proposed in H. R. 1.

## The Cow Herd

WHEN the government announced its cattle population count early last year the cow and heifer figures showed an increase of 6 per cent during the preceding year. Now the cattle count shows that the cow herd has increased again in 1954—this time 1 per cent.

Early last year we said the 6 per cent increase meant that too few cows were being marketed. A 1 per cent increase points to the same conclusion.

**If the industry is to operate with a herd of efficient size, it must still market more beef cows and heifers, and marketing should be started early to avoid a fall glut; to get better prices through earlier, orderly marketing.**

THE NATION'S cattle population has been rising now for the sixth consecutive year. And although it may be encouraging that the gain during 1954 was only 646,000 head, the smallest gain since numbers began to rise in 1949, we still have a record number of cattle—95,433,000 head—and beef supplies will again be heavy this year.

Last year, through effective beef promotion programs and the cooperation of the "beef team," the industry was able to move into consumption one of the heaviest productions in history, 80 pounds per capita. That promotion machinery is still workable. This is the fortunate factor in the situation.

## Progress

ANYONE who has been observing the great work the American National has been doing in the past—30 years in this case—would have seen in recent years a marked change in its method of operation.

The American National started 58 years ago and as with the other old-time cattle groups the big problem at first probably was cattle rustling. In those days and for many years associations stood as a watchdog for the industry, and most of their work was defensive.

They had to fight for fair freight rates, watch the marketing practices, keep out foot-and-mouth disease, fight for the right to let cattle utilize the grass that grows. They were fighting organizations and their work for the industry was invaluable.

**BUT TIMES CHANGE** and the associations have in recent years noticeably changed with them. Cattlemen's organizations are still championing all the causes of the cattlemen, but now they are going a step further—and that step is progressive.

Some of the top jobs on the American National agenda today involve not defense but offense, like taking the initiative in getting more and better research on the problems of ranch operations, like reaching out to cooperate with the feeders in the common problems of those two phases of production, like going out and getting the accepted industry treatment of capital gains for breeding animals, and like helping to put on one of the most effective commodity promotion campaigns that has ever been done by an industry.

This progressive association work merely reflects the attitude of today's forward-looking cowman. The change, or rather expansion, is all to the good.

## The 'National' At Work

● President Jay Taylor started his second year in office with an intensive schedule of speaking dates. During January, February and March, his calendar for major talks at the state conventions in Mississippi, Alabama, Louisiana, Kansas, Texas and New Mexico. In addition, he appeared on such programs as the Corn Belt Feeders Association convention and the National Pasture-Forage-Livestock Conference in Omaha and conducted the formative meeting in Chicago for the National Beef Council.

● American National officials on Feb. 17-18 attended a meeting in Chicago where plans were discussed for formation of a National Beef Council to supplement work of existing beef promotion groups in accordance with approval given at the Reno convention of the American National. President Jay Taylor, First Vice-President Don Collins and Executive Secretary F. E. Mollin were present at the gathering, which included also representatives of other producer and feeder groups, packers, retailers and other distribution agencies. Another meeting of the new organization is on the books for the near future.

● President Taylor was asked to head a special subcommittee which would present organizational plans for the beef council to the "beef team" at a meeting in late March. Members of the subcommittee include John Marble, and Edwin Karlen, Columbia, S. D., cattle producers; Aled P. Davies, American Meat Institute, Chicago; C. T. Sanders, manager, National Livestock Auction Association, Billings, Mont.; Herman Aaberg, director, livestock department, American Farm Bureau, and F. E. Mollin.

● The National Live Stock Tax Committee is still offering to interested persons its Tax Manual, an easy-reading booklet authored by Stephen Hart, attorney for the committee. It is written especially for the stockman, and can be ordered from the American National or the Producer, at \$1.

● The six-man legislative committee of the American National will be in Washington, D. C., in early April to get action on a number of problems pointed up at the Reno convention in January, including changes in the drouth emergency credit provisions, cottonseed cake prices, grazing legislation.

● Chas. E. Blaine & Son, association traffic managers, announce that the Pacific south coast and the north Pacific coast carriers have approved the application of the American National and other associations to eliminate all transit charges now authorized in connection with dipping and inspection in transit of livestock. This will soon apply throughout the mountain-Pacific territory.

● The feeder committee of the American National Cattlemen's Association will meet in Denver on Mar. 31.

● Executive Secretary F. E. Mollin appeared before the House Ways and Means Committee to testify against renewal of the Reciprocal Trade Act for three years with provision for lowered tariffs without protective amendments to safeguard American industry and labor. . . Assistant Executive Secretary Rad Hall was a speaker at the annual meeting of the Arizona Cattlemen's Association at Yuma in early February.

● The long-range relationship between beef promotion and research was the subject for five talks by Lyle Liggett, director of information, last month at cattlemen's meetings in Franklin, Benton, Yakima and Kittitas counties, Washington.



### COWBOY HALL OF FAME

The site for a Cowboy Hall of Fame, which will honor top rodeo men and some of the "brave individuals who through their hardy skills tamed a vast wilderness and filled it with the cattle that feed the world," is to be picked Mar. 15 at a meeting of the board of trustees of the corporation in Denver. Cities or towns bidding for it include Denver, Cheyenne, Oklahoma City, Colorado Springs, North Platte, Prescott, Las Vegas, Abilene, Dodge City, Red Lodge, Mont. and Great Falls.

The project was originated by C. A. Reynolds of the H. D. Lee Co., Kansas City. Officers include Albert K. Mitchell of New Mexico, past American National president, Fred Dressler of Nevada, A. M. G. Swenson of Texas, first, second and third vice-chairman, respectively, Fred Porter, Jr., of Porter's western stores, Phoenix and Tucson, secretary, and R. J. Hofman, president of the American National Bank, Cheyenne, treasurer.

Also to be decided are the mechanics of financing the Hall of Fame, memberships and selecting those to be honored. Organization is along the lines of the Baseball Hall of Fame in Cooperstown, N. Y.

## The Public . . . And You BY LYLE LIGGETT

In recent years many communities have made much progress toward achieving better ranch-town understanding.

This has been done through annual conferences on livestock and farm problems sponsored by Chambers of Commerce and other civic groups or through special field trips in which city folk are enabled to see the farms and ranches upon which their existence ultimately depends.

The "Farm Forums" range from informal luncheon or discussion meetings to full-scale conferences drawing national attention. Such cities as Des Moines, Omaha, Denver, Spokane and Rapid City host several thousand participants.

Although speakers are of national fame, most topics are "down to earth." And, generally, subjects are chosen to be of most practical benefit to the rural participants. The planners, logically, anticipate that "anything helping agriculture to prosper will also benefit the cities."

But the city audience—which often equals in number the ranch and farm attendance—learns, among other things, that agriculture is not a casual game when they hear of the problems of range improvement, drought, herd management, crops or general economic factors effecting agriculture.

The wholesaler, the retail storeman, the restaurant owner, or the cleaning shop manager learns that the base for his livelihood stems from the farms and ranches of the "trading area" of his city. And he learns, too, the many factors going into the "price" for his daily food.

The conferences also are achieving benefits for the rancher greater than those he will receive by putting into practice the new ideas he hears at the meetings. He, too, is coming closer to an understanding of the complex system of supply, demand and distribution which is today's civilization.

Rural America has everything to gain by sincere and enthusiastic participation in the local and regional farm-town conferences or field trips.

### INTO CCC FOR \$7 BILLION

As of Dec. 31, 1954, the Commodity Credit Corporation had \$7,171,225,000 invested in price-support commodities. Of this total, loans outstanding accounted for \$2,940,262,000 and the cost value of inventories, \$4,230,963,000. Nearly 2½ billion dollars of the loans outstanding were on cotton, wheat, tobacco and corn. As of Dec. 31, 1953, the loans outstanding figure stood at \$3,046,632,000 and inventories at \$2,617,949,000.

AMERICAN CATTLE PRODUCER

**A** CENTURY AGO, THE GREAT plains were still referred to as "buffalo country." Today the same area is "cattle country," with herds of cattle grazing the plains grasses from Canada to Mexico.

Has the cow replaced the buffalo in its life-sustaining properties? Can a single man, if the need arises, use the cow as once the Indian used the buffalo?

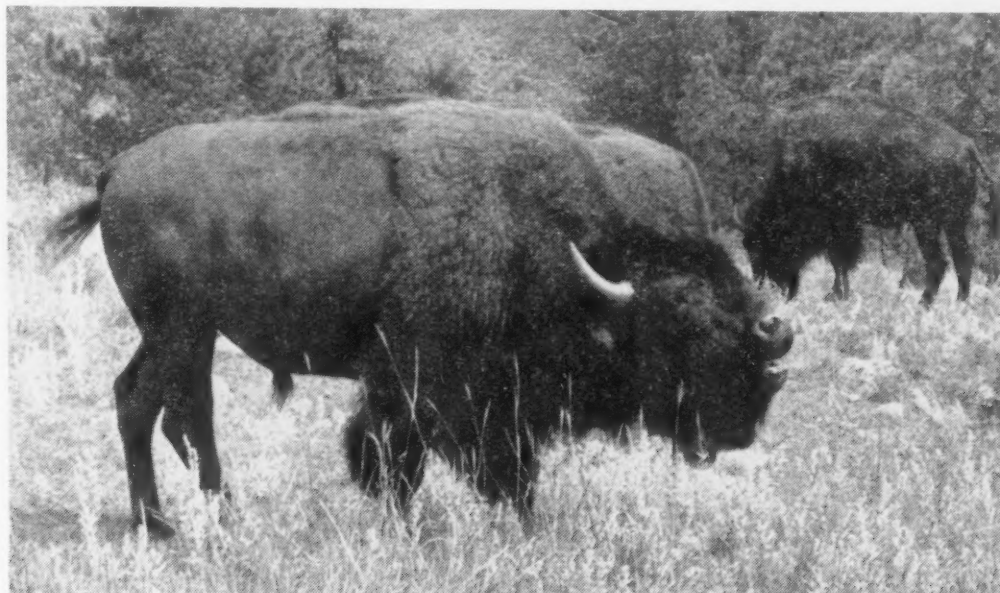
In 1809, the naturalist John Bradbury wrote of the buffalo, "They had

Scraped hides were essential in building Indian "bull-boats," which John Wyeth described in detail. Willows were driven into the ground at proper distances and bowed together at the ends. Other twigs of willow were woven over them to form a basket framework 12 to 14 feet long. The whole was covered with buffalo skins and cured over a slow fire, after which buffalo tallow was rubbed all over the outside and well into the seams. Cooled and made firm with a binding of raw-

it upon a scaffold over a fire," and prepared other parts of meat by making it into pemmican. Moses Armstrong, (1867), says, "The pemmican is made by drying and stripping the buffalo meat, then threshing the same with a flail, like wheat, till broken into fine shreds. The tallow of the buffalo is then heated and poured onto the meat, and the entire compound, with berries and other fruits, is then shoveled into sacks of raw buffalo hide, which, when cooled, becomes as hard as wood, and

# The Atomic-Age Buffalo

By MILDRED FIELDER



Two animals from one of the few buffalo herds left in the United States. (Rushmore photo).

been able to distinguish where the herds were even when beyond the bounds of the visible horizon, by the vapour which arose from their bodies." and again, "In the evening, before we encamped, another immense herd made its appearance, running along the bluffs at full speed and, although at least a mile away, we could distinctly hear the sound of their feet, which resembled distant thunder." In 1832, John Wyeth still saw them. "Buffalo were plenty enough," he said: "We saw them in frightful droves, as far as the eye could reach, appearing at a distance as if the ground itself was moving like the sea."

These were the great herds of roving buffalo which furnished everything the Indian could want, before the days of the white man.

Beyond the food value which the Indians found in the flesh of the buffalo, they used what was left for many necessities. From the sinews they made thread; from the small bones, needles or awls for the sewing of the sinew cords; from the skins, robes, shelter, rugs, clothing, beds. The hide-scraped of hair was used in many ways, chiefly for the building of tepees. A hide smoked over a tepee fire for a year or two was in prime condition to be used as leggings, moccasin or shirt leather, cut and sewed by the squaws with the buffalo sinews and thongs.

hide, the end product was water-resistant and capable of bearing a considerable blow without damage.

Hides made excellent containers for certain foods, for medicine men's kits, for pouches of various sizes; and thongs cut from hides strung the bows that shot the arrows into the buffalo herd. Hides covered the drums that beat rhythm for the dances. Hides were part of the saddles Indians placed on their horses, and buffalo skins were the saddle blankets. Strips of hide made the halters, and ropes for tethering a horse were made of buffalo hair.

In an emergency, if a man were caught in one of the howling north-westerns far from home and he were fortunate enough to encounter a band of buffalo, it is said that more than one settler or Indian saved his life by shooting a buffalo, disemboweling it and climbing into the warm cavity for the duration of the storm. Naturally this form of safety depended first upon being fortunate enough to find a buffalo and, second, having enough bullets and a gun, to handle the situation.

Practically speaking, if a modern man wanted to live on cow in a primitive state, he would have to know how to preserve the meat and how to dress the hide, using only what tools are available in nature.

It may help to know that the Indians dried strips of buffalo meat "by placing

has to be cut or shaved off with an ax for cooking . . . I must say that . . . it is very nutritious and palatable food." Pemmican was a means of storing meat for use during the winter months when fresh buffalo was not available.

As for dressing a hide, Josiah Gregg gave instructions in his *Commerce of the Prairies* dealing with the early caravans on the Santa Fe Trail in the 1830's. The first step in making a buffalo rug was to scrape from the inner surface every particle of meat with an instrument of bone cut somewhat in the shape of a small adz, with a serrate edge. After the stretched hide dried, the spongy surface of the skin was neatly curried off with another device fashioned after a currier's instrument. The surface was besmeared with brains of the same animal and the hide rolled flesh-side in and left two or three days. It was then again wetted and softened by continual working and rubbing till dry, suspended before a fire; finally it was rubbed with a pumice stone or passed by small sections rapidly back and forth over a slack cord.

Substitute the words "any kind of scraper will do in a pinch" for Gregg's "adz," and "currier's instrument," and we are ready. Knowing how to dress a hide, native American ingenuity is all that is needed to make clothing and shelter.

This returns us to the earlier question: Can the cow replace the buffalo, if circumstances warrant the necessity?

With present manufacturing and chemical knowledge, the cow entering the modern slaughterhouse is used to the last molecule by as thorough methods as one could wish. The question posed considers the theoretical situation in which a lonely man might find himself dependent on his own resources.

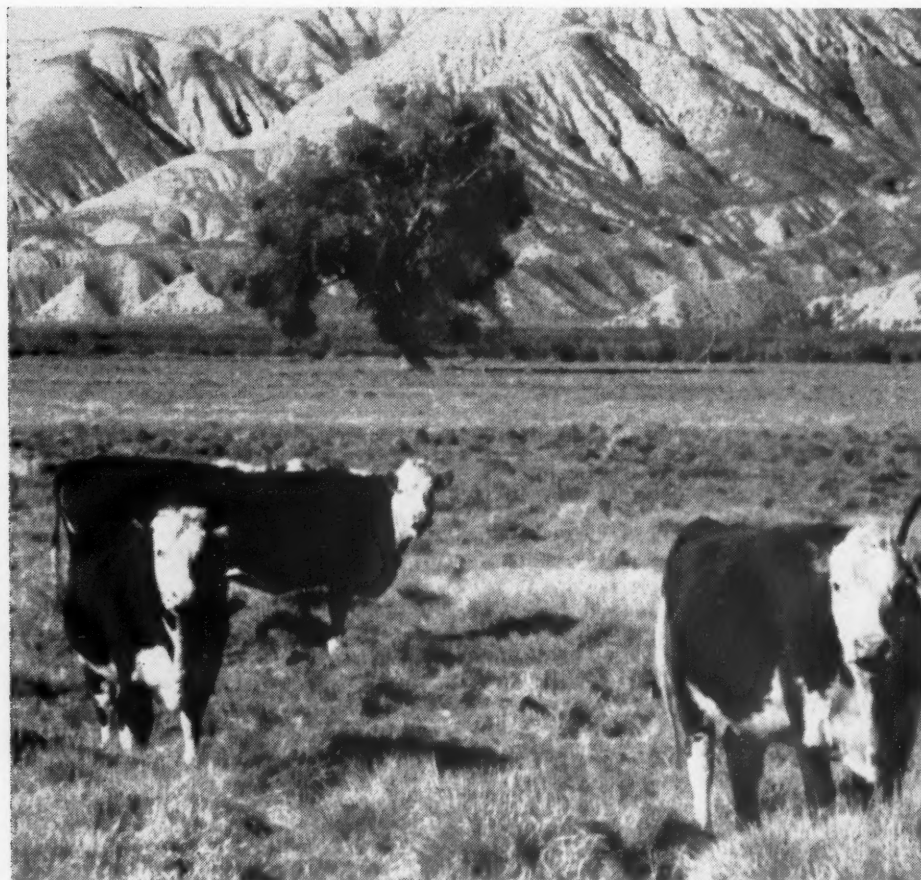
Food? Though James Clyman wrote of the buffalo in 1844, "... all ladies, gentlemen, children and all with greatest unanimity agree that this is the finest, richest, sweetest living of any they have ever experienced ...," anybody eating a rare T-bone beefsteak today might want to challenge Clyman's statement. In any event, no one can question its qualities of nourishment as well as taste, no matter how primitively prepared.

Clothing? Cowhide and calfskin can

be supple or firm. Shoes, jackets, gloves, many articles of clothing are made today from the cow in much finer fashion than the Indian used the buffalo robe. Even under stress, cowhides could be utilized to as good advantage as the buffalo's hide, for simple and essential garments.

Shelter? Though it is not likely that man's skill would stop at a teepee today, cowhide is strong enough to be used as emergency tenting if it were needed; and even lacking tools and fine facilities, man could doubtless create an efficient shelter.

Given an adequate herd of cattle, there seems no reason to doubt that the cow could be man's salvation as the buffalo was. Modern man can look on his fine herds and feel no loss at the passing of the buffalo. It is only to be hoped that the cow can continue its usefulness in the normal routine, without the dire eventuality of such emergencies as have been surveyed.



Examples of the modern American bovine animal taken in California.

## BEEF—Across the Country

A USDA meat specialist, who talks knowingly about all the kinds of beef and other meat cuts you can name, hit Denver in mid-February with a first-class program featuring beef. At KOA TV station she told her audience not to confuse the two government stamps—the "USDA Inspected" round stamp, which shows the health of the animal,

with the shield stamp designating grade—and told a bit about preparing beef dishes. Her Denver itinerary included also a national TV hookup, a conference with the Colorado School Food Service, interviews with news reporters, a lecture under auspices of the Public Service Co. of Colorado, a talk to a Denver women's college. Miss

Nawn left Denver after a three-day stay for Oklahoma City, thence to other cities in the West and East.

\* \* \*

The Texas Beef Council in a spot survey during December and January of meat retailers found that sales of beef had increased 2 to 15 per cent during Texas beef week—in spite of the shortness of time the Texas cattlemen had to prepare for the event. . . . The council recently sponsored a demonstrator's tour which stressed ways to recognize and utilize economy beef cuts. The USDA furnished a meat specialist for the tour and the beef council set up the arrangements and publicity.

\* \* \*

The National Live Stock and Meat Board is readying release of 100 full color film prints for distribution to high schools, colleges, and other groups and black and white prints for TV stations. The film, "The Right Track," is first of a series of stories showing the consumer the value of meat in the diet at various stages of life. . . . Another meat promotion feature put on by the Meat Board is the newspaper-sponsored cooking schools which are to wind up the current season this spring after having been staged in more than 40 cities from North Carolina to California and Montana to Texas.

\* \* \*

The Nebraska Beef Council introduced "beef sausage" at a recent meeting in Omaha. Nebraska Governor Anderson and members of the Nebraska Beef Council, including President Chester Paxton, attended the conference.

\* \* \*

An example of cooperation of private businesses in beef promotion is a little 4-page dodger sent out with gas and electric bills last month by the Public Service Co. of Colorado. One full page is devoted to "a salute to stews," with a recipe for veal stew de luxe.

\* \* \*

A charter of incorporation for the South Dakota Beef Council was recently issued at Pierre. Aim is the promotion of better production and consumption of beef.

\* \* \*

The Sandhills Cattle Association had a booth at a recent Grass Land Days affair at Stuart, Nebr., where many people stopped to visit and find out more about the cattle association.

\* \* \*

Harry Andrews, director of the Protein Economic and Research Council, Ames, Iowa, said that protein would be the weak link in our armor if the atomic age put us into a race for survival. He said that from a defense standpoint the United States has less than a two-week stockpile of high quality protein; that is, meat, milk, beef, poultry, and eggs.

AMERICAN CATTLE PRODUCER

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Cattle

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# THE CATTLE COUNT

**THE NUMBER OF CATTLE AND** calves in the country Jan. 1, 1955, was 95,433,000. This is about 1 per cent above the previous record of last year and 15 per cent above the 10-year average. Cattle numbers have risen for six consecutive years and are now 24 per cent above numbers on Jan. 1, 1949 when the present upturn started.

## HIGHEST CALF CROP

The calf crop in 1954 totaled 42,210,000 head, 3 per cent larger than in 1953 and the highest on record. It was 20 per cent larger than the 1943-52 average. The big cow herd producing this crop grew slightly bigger during the year and is now record size. Calves born, expressed as a per cent of cows and heifers two years old and over, was 87 compared with 88 in 1953. This is not strictly a calving rate, however, since the inventory does not include all the cows and heifers that give birth to calves.

Cattle on feed, included in the cattle estimates, were 5,816,000 head, an increase of 8 per cent over 1954 and slightly below 1953.

Only two regions, the west north central and the West, showed increases in cattle on ranches and farms—each was up 3 per cent. The south central area, which includes many states plagued by drouth, had 2 per cent fewer cattle. Inventories in the south Atlantic region were down 1 per cent; north Atlantic and east north central showed little change.

Important cattle states showing decreases were Texas, Oklahoma, Ohio, Indiana, Michigan, Missouri, Kentucky, Tennessee, Wyoming and Colorado. Most of these had declines of 1 and 2 per cent, but Tennessee and Oklahoma declined 4 per cent and Wyoming 9 per cent.

Beef cattle increased better than 1 per cent. Beef cows and heifers are up a little more than 1 per cent, and calves and steers 2 per cent. Milk cattle, cows, heifers and calves declined 1 per cent.

Total value of all cattle and calves was \$8.5 billion, 3 per cent below a year ago and 11 per cent less than the 10-year average. Average value per head was \$88.80 compared with \$92.40 a year ago and \$179—the highest—on Jan. 1, 1952.

## HOGS UP

Hogs numbered 55,022,000, 13 per cent more than a year ago but 10 per cent under the 1944-53 average.

Hogs under six months of age numbered 32,195,000, 14 per cent above a year ago, these largely from the 1954 fall pig crop which was up 16 per cent. Sows and gilts numbered 9,462,000, 5 per cent up. Other hogs more than six months old totaled 13,345,000, up 17 per cent.

Value of hogs averaged \$30.60 compared with \$36.70 a year earlier and the 1944-53 average of \$29.60. Total value was \$1.7 billion, \$97 million below a year ago.

## SHEEP DOWN

Stock sheep totaled 26,979,000, 1 per cent fewer than a year ago. The number was 45 per cent below the all-time high on Jan. 1, 1942. Sheep and lambs on feed numbered 3,952,000, 4 per cent below a year ago.

Breeding ewes declined 1 per cent but 9 per cent more ewe lambs were held from the 1954 lamb crop than from the 1953 crop. This could point to a small increase in breeding ewes.

In the 13 western states (11 western, Texas and South Dakota) stock sheep declined 1 per cent, with increases in the native states offsetting this. Texas, leading sheep state, had 5,191,000 stock sheep, the same as a year ago, but this was the lowest since 1928. Texas has had three years of drouth.

Stock sheep value was \$402 million, 7 per cent up from a year ago and 16 above the 1944-53 average. Stock sheep averaged \$14.90, compared with \$13.90 a year ago and \$15.90 for the 10-year average.

Chickens were up 1 per cent and turkeys 3 per cent.

## FEED AMPLE

Feed supplies were reported by the USDA as generally ample for the country. Available supply of feed grains and concentrates the first of the year was the highest of record, and the supply is also near a record per animal unit. Hay supplies are generally ample for the country as a whole but there are very marked differences by areas.



The saga of this pioneer of our western cattle industry goes back to 1521, when the first cattle were brought to America by Gregorio Vallalobos, governor general sent to New Spain. They were the progenitors of millions of Longhorns that spread over the western plains.

## LONGHORNS

While there's no economic factor involved here, the count on this class of museum piece is estimated at something over 500. The largest herd of Longhorns is under the care of the Interior Department's Fish and Wildlife Service, near Cache, Okla. It numbers 376 animals. A herd near Valentine, Nebr., totals 146, and there are some at Burns, Ore., and at Moiese, Mont., besides a few held here and there by private owners.

In 1927 Congress voted money to establish a federal Longhorn herd at

## STATES' CATTLE ON JAN. 1, 1955

(In thousands)

	All Cattle	Beef Cattle	All Cattle	Beef Cattle
	1955	1954	1955	1954
Ala.*	1,804	1,879	1,049	1,108
Ariz.*	945	909	864	829
Ark.*	1,485	1,580	822	867
Calif.*	3,583	3,349	2,094	1,887
Colo.*	2,054	2,096	1,770	1,807
Conn.	188	190	11	11
Del.	78	80	15	15
Fla.*	1,679	1,679	1,376	1,386
Ga.*	1,439	1,439	813	817
Idaho*	1,328	1,253	890	839
Ill.	3,946	3,946	2,486	2,428
Ind.	2,054	2,075	1,146	1,122
Iowa	6,279	5,868	4,603	4,166
Kan.*	4,341	4,298	3,534	3,463
Ky.	1,861	1,880	935	929
La.*	1,787	1,842	1,231	1,297
Me.	238	245	29	28
Md.	540	540	133	136
Mass.	190	196	11	12
Mich.*	2,003	2,023	467	473
Minn.	3,939	3,900	1,510	1,479
Miss.*	2,080	2,039	1,128	1,105
Mo.	3,910	3,950	2,459	2,483
Mont.*	2,441	2,303	2,275	2,131
Nebr.*	5,016	4,752	4,318	4,050
Nev.*	625	613	589	577
N. H.	118	122	8	9
N. J.	228	230	17	17
N. M.*	1,140	1,175	1,065	1,098
N. Y.	2,356	2,356	139	140
N. C.	933	952	358	359
N. D.*	1,937	1,881	1,289	1,238
Ohio	2,438	2,488	887	887
Okla.*	3,182	3,315	2,302	2,448
Ore.*	1,458	1,429	1,067	1,047
Pa.	1,954	1,954	333	337
R. I.	29	29	1	1
S. C.	492	497	229	240
S. D.*	3,301	3,205	2,721	2,616
Tenn.	1,771	1,845	788	828
Texas*	8,501	8,587	6,956	7,041
Utah*	762	740	578	557
Vt.	479	484	22	22
Va.	1,382	1,410	700	696
Wash.*	1,138	1,094	668	643
W. Va.	611	617	293	291
Wis.	4,318	4,275	438	425
Wyo.*	1,072	1,178	996	1,101
U. S.	95,433	94,787	58,413	57,486

\* States in which state cattle associations are affiliated with the American National Cattlemen's Association.

# CATTLE COUNT IN U.S. JAN. 1, 1955

(In thousands)

	Value per Head	Total All Cattle	Beef Cattle Breakdown							Total Milk Cows
			Total Beef Cattle	Cows & Hf. 2 Yrs. Up	Hf. 1 to 2 Years	Calves	Steers	Bulls	Cattle on Feed*	
1941	\$43.20	71,755	34,372	11,366	3,789	11,413	6,119	1,685	4,065	37,383
1942	55.00	76,025	37,188	12,578	4,055	12,219	6,596	1,740	4,185	38,837
1943	69.30	81,204	40,964	13,980	4,547	13,239	7,361	1,837	4,445	40,240
1944	68.40	85,334	44,077	15,521	4,971	13,768	7,849	1,968	4,015	41,257
1945	66.90	85,573	44,724	16,456	5,069	12,871	8,329	1,999	4,411	40,849
1946	76.20	82,235	43,686	16,408	4,859	12,810	7,727	1,882	4,211	38,549
1947	97.50	80,554	42,871	16,488	4,636	12,804	7,109	1,834	4,322	37,683
1948	117.00	77,171	41,002	16,010	4,518	12,046	6,672	1,756	3,821	36,169
1949	135.00	76,830	41,560	15,919	4,657	12,033	7,270	1,681	4,540	35,270
1950	124.00	77,963	42,508	16,743	4,754	12,516	6,805	1,690	4,463	35,455
1951	160.00	82,025	46,419	18,396	5,082	14,265	6,987	1,689	4,598	35,696
1952	179.00	87,844	52,207	20,590	5,881	15,636	8,332	1,768	5,024	35,637
1953	128.00	93,637	56,893	22,490	6,350	17,116	9,039	1,898	5,838	36,744
1954	92.40	94,787	57,486	23,833	6,150	17,498	8,115	1,890	5,394	37,301
1955	88.80	95,433	58,413	24,166	6,223	17,878	8,308	1,838	5,816	37,020

\* Included in other beef classifications.

behest of the late John B. Kendrick of Wyoming, a former president of the American National. Two foresters, John Hatton and Will C. Barnes, selected the cattle that went into the herd of 20 cows, three bulls, three steers and four calves.

## The Market Picture

**F**EATUREING TRADE IN THE cattle business during February was the sharp decline which developed in the dressed beef market. Historically, in recent years the month of February has turned out to be a disappointing month for the cattle feeder, and this year certainly was no exception.

The rather unusual thing about the beef business this winter has been that late in the year of 1954, even during the holiday season when the beef business is generally dull due to poultry items, we had a very healthy beef market. Yet, when we have pulled completely away from the holiday period we get into a period of dullness in the dressed market. This despite the fact that beef production has not shown any substantial gain over a year ago.

In the search for an explanation of this condition, the first tendency is to blame it on the sharp increase in pork production hitting consumer channels. Yet, our pork production late in 1954, when the beef market was healthy, was even then running well above a year ago, and, in fact, tonnage per hog, at that time, was several pounds heavier.

Apparently consumer demand for beef, running at or near an all-time high, is very sensitive to volume produced from week to week. Late in 1954 weekly production of beef was

running from 1 to 5 per cent under a year ago, and this condition prevailed until late January of 1955. Since that time weekly beef production has been running from 1 to 4 per cent above a year ago, and it was only when this small increase developed that a slumping beef market appeared.

Thus it would appear that whenever weekly inspected production of beef reaches 200 million pounds or better there is a tendency to saturate the market.

Another possible cause of the current slump in beef demand, suggested by some in the trade, may have merit. That is the prolonged period of bad weather at eastern consuming centers, where the average construction worker in outdoor building work has been unable to get in maximum hours of work and thus has not had maximum purchasing power to consume his full portion of beef. If there is any merit to this possibility, then it is a temporary condition which time will correct.

One point is definitely clear: that the continued broad demand for stocker and feeder cattle has pushed this class of cattle definitely out of line with the finished product. Stock calves selling as high as \$25 and yearling steers up to \$23 or better, with fleshy short-term feeders bringing \$22 to \$23, does not fit into a fat steer market where a large volume of finished steers are selling around \$22 to \$25. Several River markets in recent weeks reflect an average selling price of all grades of fed steers in a bracket of \$23 to \$23.50.

While selected loads of prime steers are still able to sell above \$30 in limited volume, with Chicago occasionally getting \$33 to \$35 for high prime, the average cattle feeder must look forward to average selling prices. Not only do current delivery and spring delivery stock cattle prices look exceptionally strong, but apparently

there is plenty of optimism in the future, based on scattered deals made already for fall delivery. Choice yearling steers in a limited way are already under contract for fall delivery at \$19 with some offers of \$20 refused.

The tabulation of in-movement of stocker and feeder cattle into the Corn Belt states for January 1955 continues to show considerable upturn from a year ago. Totals for nine states reflect a 40 per cent increase over a year ago, with the state of Illinois receiving more than double the number of last year. This follows on the heels of about a 19 per cent increase in numbers moved into the Corn Belt the last six months of 1954.

Yet, cattle feeding surveys around the first of the year indicated only a 4 per cent upturn in numbers actually on feed. This apparently leaves a tremendous number of lightweight yearlings and calves, not yet placed on feed at the first of the year but which will undoubtedly be placed on feed sometime this year and eventually have to be accounted for as finished cattle. Thus there are further indications of a pattern of marketings which brings a larger supply of fat cattle to market late in the calendar year.

In recent weeks the cow market finally staged the recovery which was expected earlier. In the last month, prices picked up \$1 to \$2 per cwt., so that current cow prices are fully in line now with a year ago, with instances even higher. As shown in the annual livestock inventory as of Jan. 1, the number of beef cows on hand actually increased slightly over 1 per cent. However, it was pointed out that a larger percentage than normal of beef cows were in the hands of feeders rather than growers, and therefore the number to disappear by slaughter would likely be above normal early this year.

The failure of the beef cow market to recover rapidly from the normal fall low time, due to marketings of heavy numbers, tends to bear this out. And, as stated above, now that excessive numbers of cow marketings have reached their peak and passed over it, definite price recovery has shown up. In addition, in some parts of the Southwest, where breeding herds have in recent years been cut down by the drouth, growers have been in competition with packers for anything in the cow line with desirable age or showing evidence of producing a calf in a short time.

Recent cow prices to packers have worked up to a spread of \$11 to \$14 on beef cows, with young fed cows occasionally reaching \$15 or better, while canners and cutters have been in good demand at \$9 to \$11.50. Stock cows have sold at \$100 to \$150 per head, latter price generally with calves at side, with some thin feeding cows down around \$80 per head.

The unusual pattern of movement of  
AMERICAN CATTLE PRODUCER

# Jeep-The Modern Farm Work Horse

## It Assures Year-Around Transportation . . .

**All-New and More Rugged Than Ever**, the 4-Wheel-Drive Universal 'Jeep' takes you anywhere on your farm or ranch . . . on the road or off the road . . . in any weather. The 'Jeep' is designed to be useful the year 'round . . . and when emergencies arise, it becomes an *indispensable* tool for getting work done.



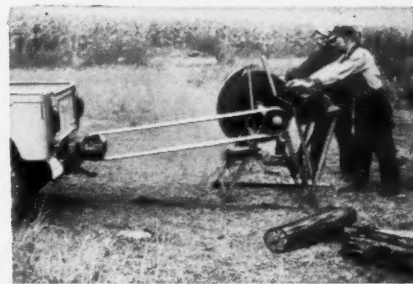
## It Does These Jobs . . . and Many More



**Spraying Speeds Up** when there's a Universal 'Jeep' to do the job. It carries a big drum in its bed . . . it operates the compressor from its power take-off . . . and it gets from one place to another in a hurry.



**Fencing Goes Faster** with this post hole digger attached to the 'Jeep's' hydraulic lift. This extremely mobile unit digs post holes at the rate of one a minute . . . reversing auger makes freeing easy.



**With Power Take-Off**, the 'Jeep' operates all types of belt and shaft-driven equipment, such as this buzz saw. The 'Jeep' delivers in excess of 30 hp on the pulley . . . smooth power, governor-controlled.

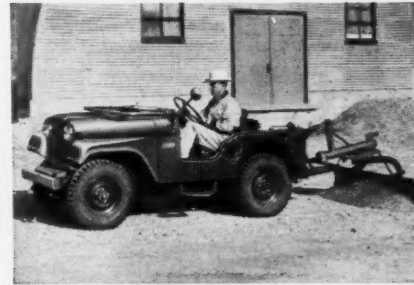


**Extra Traction** of its 4-wheel-drive, speed range and drawbar horsepower fit the 'Jeep' for tractor work. Implements are quickly attached through the 3-point linkage system of the 'Jeep's' hydraulic lift and are easily controlled.

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**4-WHEEL-DRIVE**  
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**Roads and Driveways** can be kept in good condition with this hydraulically-controlled, all-purpose grader blade attached to the 'Jeep'. The blade is easily adjusted for smoothing, grading or ditching operations.

cattle and beef from west to east still continues as excessive numbers are still reported at some West Coast points. A considerable volume of Idaho, Utah and Montana grainfed steers and heifers continue to be diverted to

the East rather than finding their normal outlet to West Coast points. There are some indications in the trade, however, that of the remaining surplus numbers on feed in the Far West, a considerable number are lightweights

and will not be in fat cattle competition for some little time. Thus, the possibility looms that during late spring and early summer there may come a demand from West Coast areas for finished cattle.—C.W.

## FREEZING WEATHER IN UNITED STATES

Probably the most critical temperature man experiences is 32°F., the freezing point of water. At temperatures below freezing, major features of his environment are altered—plant growth ceases, ice and snow accumulate, he must protect his own body from freezing and stock provisions against the vagaries of the weather.

At above-freezing temperatures plant growth is resumed; man soon reaches his maximum of physical efficiency; and, with his help, Nature again yields her increase.

To illustrate some of the features of the role of this critical temperature in our climate, the accompanying charts have been prepared. Chart 1 shows the average number of days per year when the lowest temperatures reach 32°F. or lower. Charts 2, 3, and 4 are based on the normal temperatures put in use in 1953 and which have been based on or adjusted to the period 1921-1950.

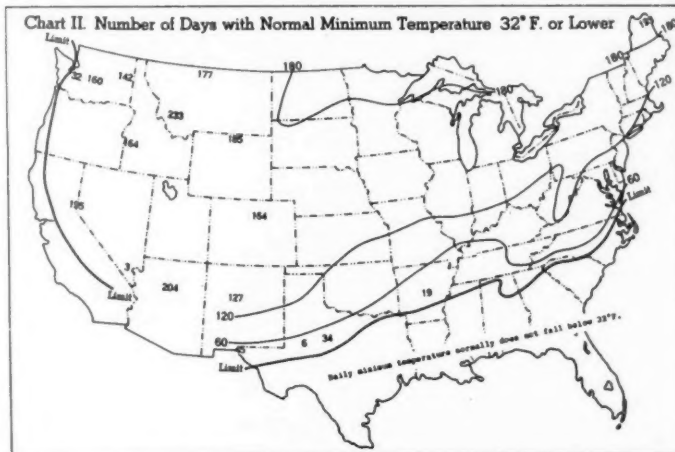
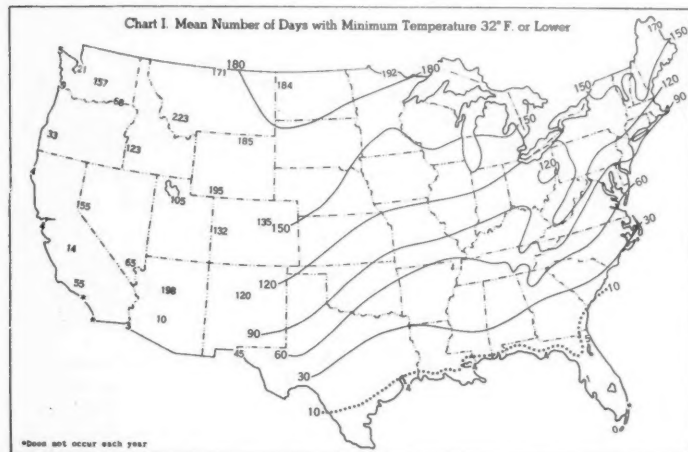
The lowest probability of occurrence of 32°F. or lower sometime during the cold season is shown by Chart 1 to be

at Key West, Fla. No freezing temperature has been recorded there and the probability of freezing is remote. At Miami, San Diego and Los Angeles, freezing temperatures can be expected to occur only once every few years. Along the Gulf Coast, records for several stations indicate that frost can be expected four times on the average in a year, although there will be more frosts some years and fewer other years. Farther north the number of days with freezing temperature increases to more than 180 in North Dakota. The frequency of freezing days also increases with altitude. Butte, Mont., at 5,535 feet above mean sea level, has 223 days for the greatest number shown on the map.

The number of days with a normal minimum temperature of 32°F. or lower (Chart 2) is a more conservative measure of days with freezing temperature. If we call winter the time when the normal daily minimum temperature is 32°F. or lower, then the Deep South and the Middle Atlantic Coast miss what most of us look forward to as

winter. The transition zone from a normal of no days with freezing to a normal of two months with freezing every day is rather narrow, extending from mid-North Carolina over Tennessee and Arkansas to central Texas. Most of the northern portion of the country from New England and Pennsylvania westward over the Far West as far south as northwestern Texas and central portions of New Mexico and Arizona has a normal morning temperature of freezing or below from four to six months, with more than six months in North Dakota and northern Minnesota.

Chart 3 shows how long the normal daily mean temperature is freezing or lower. This severity of winter does not touch the South. There is a rather narrow zone from the New England Coast westward over Ohio, Illinois and southern Kansas where the period rapidly lengthens to three months, and over the Dakotas, Minnesota, northern Wisconsin and upper Michigan this phase of winter lasts over four months. Severe winter, when the normal



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Even with animals that look completely healthy and normal, it's possible to get the same or better gains on 25% \* less feeds.

# Are you collecting this **new profit** in cattle raising?

Cattlemen are learning how to put as good or better gains on their animals with 25%\* less feed. They're doing it by controlling worms in animals that don't look wormy.

Most cattlemen aren't aware that worms cause damage. But new research shows worms steal profits in practically every herd across the country.

Few deaths occur, and few animals show serious symptoms such as anemia, diarrhea or "bottle jaw." But the unseen parasites are there and at work just the same... causing a drag that eats up profits.

\*In two-year studies, 600 weaner calves—all of which appeared healthy—were tested under ranch conditions. Animals treated with Phenothiazine under the two-way program produced better gains than control group... on 75% as much supplement.

## Phenothiazine



BETTER THINGS FOR BETTER LIVING... THROUGH CHEMISTRY

A treatment program with the drug Phenothiazine is cleaning up worm infections. Phenothiazine, known for years for its effectiveness against more worm parasites than any other drug, is now recommended in a two-way program:

1. Doses of Phenothiazine, as drench or in feed, to remove adult worms.
2. Continuous low-level feeding of Phenothiazine to prevent reinfection. Small amounts of Phenothiazine are added to supplements, minerals, and salt mixtures for this purpose.

No extra labor is involved. Simply add this new program to your regular feeding practice. The results in better growth in young stock, better gains, and smoother, faster finish add up to bonus profits at the end of the year... profits you've missed in the past.

Du Pont produces Phenothiazine for makers of animal health products and feed manufacturers. For additional information about worm control with Phenothiazine, see your veterinarian, county agent or feed supplier, or send the coupon to Du Pont today.

E. I. du Pont de Nemours & Co. (Inc.)  
Grasselli Chemicals Department ACP-  
Wilmington 98, Delaware

Please send me a free copy of the booklet "Worm Control Increases Livestock Profits."

Name

Address

Post Office

State



daily maximum temperature does not rise above freezing, occurs only in the northern portion of the country; see Chart 4. Even so, North Dakota, most of Minnesota and Wisconsin, and the northern section of Michigan have this severe weather for more than three months.

Thus, although the northern border states may have freezing weather for over six months and severe winter for three to four months, most of the South does not normally have even minimum temperatures below freezing, and normal mean temperatures of freezing or lower miss all of the South.—G. C. Bristow, Climatological Services Division, U. S. Weather Bureau.

## Americanism—And The Cowman



Mr. Haley

(Excerpts of speech made by J. Evetts Haley at American National convention.)

**I**N A NATION THAT IS LOSING ITS regard for hard work, for frugality, for self-reliance, for free enterprise and for simple honesty—in such a nation what should be the future policy of the cowman?

Is it to be a continued defense of our traditions of personal independence and responsibility, or one of joining ranks with the deeply entrenched special interests temporarily profiting from federal controls and federal funds? Are we too ready to repudiate our ideals—the rugged ideals that alone have sustained us on barren ranges when cash and credit ran out—and join other special groups in subverting our form of government and plundering the earnings of America in the thinly disguised thievery parading as progressive legislation?

From within our ranks in the last few years, strong and well-directed attempts have been made to break the influence of the traditional cowman—and especially the influence of your own group. Strong efforts have been made to get the cowman to take the government cash and, more importantly, to soften him up for control. This goes decidedly against the grain. Range and regimentation have never gone together.

Despite the hoped for change following the last presidential election, and the valiant and vigorous fight for sanity and principle by the present secretary, we are still addicted to dope for agriculture. Organized farmers, perpetually incited by the bureaucracy

that our confiscated profits and fortunes have built, are continually fanning the growth of this special privilege still called farming, to the immediate and particular detriment of the feeder and the cowman, the general cost of the consuming public and the destruction of freedom in their own field.

No greater disservice has been rendered America than in the bill of goods sold to us right off the socialist shelf as a “progressive farm program.” It is simply organized plunder of the consumer by legislative process.

A generation ago the very idea that we should force our more fortunately situated fellowmen to stand forfeit for our failures, to guarantee our prosperity in farming, our security in business and our ease in old age, either by social legislation or any other force, the very thought would have been branded by us all for the degrading and dishonest piece of chicanery that it really is.

A phenomenon of our times is to be found in the numerous meetings of farmers protesting their fortunes in Washington. These organized groups never seem to question the practicality, much less the principle, of subsidized support. Having gained their planned programs—and I repeat, all programs and plans are inimical to liberty—they continually meet throughout the country to protest their lots and to petition Congress.

Organized labor is already demanding a guaranteed, annual wage. It matters not that the laws of nature, of free and competitive enterprise, of certain risks and uncertain profits, make this demand an impossible one for any employer. The farmer has parity and prosperity. The mortgagors of property are insured against loss. The union leaders have a monopoly sustained by law. The workers have their guaranteed hourly wage, and so on.

The real man of the soil of choice and necessity lives in intimate touch and close conformity with the laws of Nature. If his rugged life has not nurtured and preserved in him a reverent spirit, reverent of God and hence respectful of the God-given rights of others, then we are completely sunk.

As an offset to the dull and defeatist rejoinder heard on all sides—“yes, but there is nothing you and I can do about it”—no better alternative can be offered than the independent spirit of the cattleman. He could be—he must be—the well-tamped snubbing post to keep America anchored to its ideal of individualism, and hence to pull it back to its traditions.

Except for minor aberrations, the cowmen have stood against the paternalistic state, and perhaps kept closer to the faith of freedom than any other group. Time and again we have made it clear that we want no federal control. But there are two forms of government relief we should demand. We

should demand the country's relief from the heavy hand of bureaucratic regulation and reform, and we should demand relief from the destructive levies of taxation.

Such relief would set us back on the road to liberty, to national strength, and to spiritual purpose. If we must have a “program,” this is a program that every genuine American would support—the only program of relief that will balance the budget, return us to real prosperity and restore our liberties.

## Agriculture's Great Need—Team Work



Mr. Reed

(Excerpts from address of Robert I. Reed, editor, Better Farming, at Reno.)

**I** WOULD BE AN IMPOSTER INDEED

if I claimed to have the prescription to cure the ills of agriculture; if I said I knew how to run the cattle business; if I said I could outline a farm program that would be fair, workable and popular. But I have helped to report national agriculture for more than a quarter of a century. During these years I have had the opportunity of spending some time in each of the 48 states, of visiting farms in those states and examining the types of agriculture.

My own family interest, of course, is beef. I came originally out of the buffalo grass country of northwestern Kansas.

From this early association and from long observation I think I have learned two things. One is why in our literature from Owen Wister's *The Virginian*, in the paintings of Remington and Russell and in our most deep-rooted traditions the cattleman is a sort of symbol of independence and self-reliance. The other thing I have learned is the reason reports from Russia tell that the Communist leaders are alarmed over the continued decline in livestock numbers behind the Iron Curtain. The explanation is simple. The Communist system doesn't breed or develop the kind of men who build a livestock industry. A thriving livestock industry is possible only where men are free to stand on their own feet and make their own decisions.

As I see it, the big job for any group in agriculture is to bring its salesmanship up to the level it has reached in production.

AMERICAN CATTLE PRODUCER



## The Point of "No Return" (to you)

Sure, the carcasses a renderer hauls away bring in a few bucks, but the same number of dollars probably would have protected an average herd against *both* blackleg and malignant edema.

Each year countless animals end up at the rendering plant because they were vaccinated just against blackleg — *not* against malignant edema, a disease with virtually identical symptoms but caused by a different organism. That's why Cutter developed Blacklegol® "S"

You can easily protect against *both* of these "near twin" killers with just one 5 cc. dose of

Blacklegol "S". Your animals get long term immunity against blackleg *and* malignant edema at little more cost than blackleg vaccine alone.

And Blacklegol "S" is Alhydrox®-fortified. Alhydrox, a Cutter exclusive, retains the vaccine in the animal's tissues longer, releasing it slowly to build peak immunities that hold even in the face of epidemic outbreaks.

Ask your Cutter Veterinary Supplier to reserve your Spring supply of Blacklegol "S". It's just that easy to avoid sending animals to the point of "no return."

Make doubly  
sure with

# Blacklegol "S"



CUTTER Laboratories  
BERKELEY, CALIFORNIA

If the job is done it must be done by the producer himself. Government cannot, will not, eternally underwrite agricultural prosperity. How will the job be done?

By example of energetic teamwork such as we have never seen in American agriculture. All of us who are in agriculture or whose work touches agriculture have an opportunity and an obligation to fill a place on this team. Let me cite a simple example: your CowBelles help my magazine's foods editor with recipes and a job of salesmanship is done on millions of housewives who are willing to "buy" the ideas. And since an appetite cannot be cured, you have helped to build buying habits that will last a long time.

There are two misconceptions, which, if they persist, will cause the American farmer and rancher some grievous trouble. The first misconception is that the farmer is and will remain politically strong enough to enforce his demands on the various legislatures and on Congress. The second misconception is that our increasing population is soon going to eat us into an assured state of prosperity. Both are dangerous.

**I cannot see into the future to a time when the farmers' voice will not be heard in Washington and when it will not be respected, but it is nevertheless true that this voice is diminishing. In 1910 about 32 million of the total 92 million population were on farms; that is, the farm population made up fully a third of the total. In 1954 less than 22 million people live on farms out of a total of 160 million, or a little over 13 per cent. And this trend is continuing.**

I hasten to say that none of us should be perturbed over the diminishing numbers of producers of food and fiber. It means only that we are getting better, for one farmer now can feed himself and 18 others where 100 years ago he could feed himself and only three others.

Thus, the job of American agriculture is to produce efficiently and sell effectively. And there is no help in the world like self-help.

The second misconception has to do with our increasing population. It is true, I am sure, that each morning there are 7,000 new faces at the breakfast table and that it can be argued by simple arithmetic that we are approaching the day when our own people will eat up all that we produce and the books will balance.

Although I do not shiver at the Malthusian theory that man will one day increase to a number where he cannot produce enough food to sustain himself, neither do I believe that America is going to increase in population to a point where our productive capacity will be taxed . . . not in our day, at least.

One of our troubles is that we are too doggone good. We haven't even approached the limit of our productive capacity. Hybrid corn has increased our total yields tremendously on continually decreasing acreage. We are now at the beginning of the era of irrigation and fertilization which could send corn yields to a point that we didn't even dream of a few years ago. We have not reached the ultimate in beef production, or in pork, or in potatoes.

In my opinion there is no easy, automatic, way out of the troubles that plague the various segments of American agriculture today.

You have such a wonderful product to work with that the selling job should not be too difficult. Look what the growers did with citrus fruits. My generation as children knew oranges only at Christmas. The Sunkist people put orange juice on the American diet, and every child today, in rich family and poor, gets his orange juice. And look what the citrus people did when their production outran demand. Research brought new outlets in frozen and concentrated orange juice. Lemons went from rags to riches when they perfected a freezing technique. Land o'Lakes is a producer cooperative in the dairy field that has a distinguished business record. There are dozens of examples.

The American National Cattlemen's Association has made a fine start in a project to place beef where it belongs—right at the top of America's daily menu. The beef animals you produce here on the ranges of the West go through many hands before they reach the dinner table. They are transported. They are fed Corn Belt feeds. They are processed. Wholesaled. Retailled. A lot of men make a living in this great business undertaking. All of you have a stake in creating a hungry market.

**Beyond that, I feel that all segments of American agriculture have a common cause. Together you feed America and part of a hungry world. You are not basically in conflict with any other group of food producers, for you have a respect for the average American's desire for variety. With most groups you can work closely, in a mutually profitable partnership.**

Who is to take leadership of this team? Who is to call the signals?

I think there are many who will long remember that as cattle prices plummeted while other things remained inflated, while drought took a frightful toll, the state associations and finally the American National stated their determination to retain complete control of its industry.

By your actions you have asked for a position of leadership in the future. I am sure that you can win willing cooperation from every person and every group who is needed in the job.

## A MAJOR CHALLENGE TO THE BEEF INDUSTRY



A. P. Davies

(Excerpts from address of Aled P. Davies, American Meat Institute, Chicago, at Reno.)

**NEVER IN HISTORY HAVE INDUSTRIES** been more active in the field of research to find new products, new methods of production, processing and marketing than today. From research in many fields in our lifetime have come not only new products but vast new industries.

We in this industry have benefitted greatly from research into genetics, production, feed and land utilization, processing, marketing and the whole gamut of what makes our business. By the same token we have suffered drastically in the competitive battle for our place in the sun as a result of research which developed competitive products. Leather is a classic example.

I am told that 60 per cent of the soles on shoes now worn by the American people are manufactured from synthetic products. In the field of the utilization of fats, meat fats have lost a once enviable position in the market place through the development and sale of other fats. Today, chemically speaking, most fats are interchangeable due to intensive research in the field of fat utilization.

Today beef ranks high in public esteem, but there are vast new fields of opportunity for improvement in our product, from breeding, growing and feeding methods, all the way through processing, packaging, sales and merchandising.

**One phase of this business we feel merits the serious consideration and support of all segments of this great industry. This is further study in the vast field of how we can improve the tenderness of beef and retain its flavor without excess fat.**

This is of course a study that reaches into such varied fields as genetics, feeds and methods of processing.

It has been demonstrated to our satisfaction that the consumer is greatly interested in the tenderness of beef. It has been demonstrated that the consumer, while always interested in price, is also interested in flavor, appearance and in the ease of preparation and cooking of this product.

One of the best examples of this is in hams. The consumer has demanded flavor, tenderness, ease of preparation. The industry, through research resulting in improved methods, has devel-

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oped a product which has gained universal acceptance.

While tenderness is one of the prime desires of the consumers, conversely, excessive fat in all meats is one of their prime objections. This problem is being today faced up to in pork. A real attempt is being made among land grant colleges, the Department of Agriculture, farm organizations, meat packers and pork producers to develop a meat type hog that will meet this test.

We are therefore faced with a problem of how to retain the preeminent position of beef in a dynamic society faced with constantly increased population and yet meet the consumers' desires with a constantly available supply and improved product.

We know that if populations increase as forecasted—if our economy continues to expand—if beef is to retain its place in the diet, we must be constantly alert to better methods aimed at increasing both beef's acceptability to the consumer and its profit-making abilities to all segments of the industry.

Specifically, we at the American Meat Institute believe that we need to devote time, money and effort to find the answers to what makes beef tender, how can it be made more tender—all this without excessive fat and at a profitable price to producers, feeders and all other segments of the industry.

We are interested in gaining the support of all segments of this industry in getting the federal government and others to help us undertake certain phases of this cooperative long-range research project. If you are interested in helping get this study under way, I urge you to take a real look at what facilities we have and what plans we are considering. Urge the government to allocate more funds for basic research in this broad field of beef tenderization. If you agree with our approach, help us get some of those funds and private funds to start this phase of the job.

## MODERN DEVELOPMENTS IN CATTLE FEEDING

(Excerpts from  
the address

made by E. J.

"Jack" Maynard

of Great Western

Sugar Company,

in Reno.)



Mr. Maynard

I BELIEVE THAT WE HAVE FAR more to learn than has yet been discovered in animal nutrition, and that

there will always be the need further to improve the efficiency of our beef producing operations, but I also believe that a good many cattle feeders today could do with a little more guidance in appreciating the full value of the nutrients already available in the feeds and crop by-products available on the farm, for there are those today who are securing 2½ to 2½ pounds net gain on steers with simple rations consisting, for instance, of 1 pound of protein concentrate, 2 pounds of dehydrated alfalfa, 5 to 6 pounds of corn silage and a full feed of ground shelled corn, with the only supplemental mineral fed being salt—which ration, by the way, provides an ideal check ration to test the efficacy of other combinations.

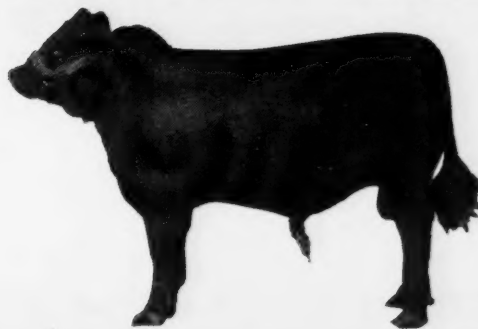
As always, the feeder who owns a farm and can market his crops through cattle and at the same time improve the tilth and fertility of his land to increase his crop yields is considered to have an edge, year in and year out, on the strictly commercial cattle feeder—provided, of course, that he understands and fully appreciates the nutritive value of the feeds and feed by-products he produces.

At present, I would list the discoveries which have influenced the principal modern developments in cattle feeding as follows:

*Treat pneumonia and other diseases responding to penicillin with the new*

**ONE-SHOT**

PENICILLIN TREATMENT



**BICILLIN® FORTIFIED**

Dibenzylethylenediamine Dipenicillin G and Procaine Penicillin G in Aqueous Suspension

● Provides fast action . . . immediate high penicillin blood levels . . . produces continuous levels lasting up to 6 days.

In serious, acute infections such as pneumonia, shipping fever, navel ill and foot rot, immediate blood levels of penicillin in the animal followed by lower but long-lasting levels, are desirable. Injection Bicillin Fortified gives both in a single injection. Bicillin Fortified is most useful when you want to give a sick animal treatment—without disturbing the animal by repeated injections. Saves you time, work and money!

Supplied:

**BICILLIN FORTIFIED 300**

50 cc. vials of 150,000 units Bicillin and 150,000 units procaine penicillin per cc. The same formula is also supplied in a 10 cc. vial.

**BICILLIN FORTIFIED 600**

Boxes of 10 Tubex® sterile-needle units, each cartridge containing 300,000 units Bicillin and 300,000 units procaine penicillin.



AVAILABLE FROM YOUR DRUGGIST OR OTHER ANIMAL HEALTH PRODUCTS SUPPLIER Philadelphia 2, Pa.

First, the discovery that the bacteria produced in the rumen or paunch of ruminants can convert the simplest nitrogenous compounds into protein of the highest quality; that all of the essential amino acids or "building stones" of proteins are capable of being manufactured by these so-called fermentation vat bacteria, and furthermore that the ruminant has his own vitamin factory for the production of B complex vitamins and probably many other as yet undiscovered dietary factors. Naturally, the fact that some feeds and feed combinations tend to increase bacteria population is an interesting point.

Second, more knowledge concerning the vital part that minerals play in animal nutrition.

Third, the value of antibiotics in nutrition.

Fourth, discoveries concerning the effect of hormones in animal nutrition.

The discovery that these fermentation vat bacteria can convert the very simplest nitrogenous compounds into proteins of the highest quality is particularly significant in its implication that we can count more

heavily on a wider variety of nitrogenous products in cattle feeding rations and, with any shortage of specific protein concentrates, can even depend on urea and ammonia compounds, when used properly, to supplement available protein supplies.

Most recent findings in the mineral field have been to the effect that an excess of any one mineral in the ration can seriously interfere with the most efficient utilization of others. In this respect it has been demonstrated that calcium can be the worst offender, for an excess of calcium in the diet can interfere with the assimilation of other essential minerals and can significantly retard gains. On the other hand, an excess of phosphorous can immobilize iron and manganese, while too much iron may affect the body assimilation of phosphorous. There is still much to be learned regarding this inter-relationship of minerals, but we do know that normal physiological activities cannot take place without proper amounts of calcium, phosphorous, magnesium, potassium, sulphur, sodium and chlorine, as well as the

trace minerals, iron, copper, zinc, manganese, iodine and cobalt, being present in the ration (cobalt being the constant constituent required in the production of the APF Vitamin B<sub>12</sub> by the ruminant.) Fortunately, nearly all of these ingredients are still most generally present in required amounts in well-balanced rations of farm-grown feeds, although it does appear that a phosphorous deficiency is rather widespread in this country at present, and that the deficiency of this essential mineral is mounting in this western area. Consequently, the feeding of a phosphorous supplement along with salt, which is always needed, has become a sound practice.

The antibiotics, aureomycin and terramycin, have been quite widely tested in fattening rations, and in some instances have produced favorable increases in gain. The optimum amount to feed has been about 10 milligrams per 100 pounds live weight per day, prepared in a pre-mix and then spread over the dry feed. These fermentation residues derived from antibiotic manufacture by the pharmaceutical industry must, of course, be included in premixes with special mixing machinery as very minute quantities are required.

And now we come to the hormones, which are in effect stimulants or exciters of cellular activity and are supposed, among other things, to enhance fat production. Perhaps the best way to discuss this hormone subject as it relates to cattle fattening is to outline briefly developments with the synthetic diethylstilbestrol.

The Federal Pure Food and Drug Administration has recently approved the use of stilbestrol in commercial cattle feeds. While its use in livestock feeds is new, the substance itself is not new. During the past several years, it has been used in human and veterinary medicine as a therapeutic agent for reproductive disorders.

The compound was approved for cattle feeding only after extensive tests showing that it did not appear in the tissues of animals to which it was fed. These tests and pioneer tests feeding it in fattening rations were conducted at the Iowa Experiment Station. Promising results of early tests prompted the Iowa State College Research Foundation, Inc., to apply for a patent for its use in livestock feeds, and later to enter into a contract with Eli Lilly and Company of Indianapolis for the production of a stilbestrol premix which is now being made available to a number of feed manufacturers.

Because of the high potency of this chemical, the Food and Drug Administration has imposed for the present rather strict regulations pertaining to its use as a livestock feed. Only properly licensed feed manufacturers may obtain the premix and the amount of stilbestrol that may be used in any

(Continued on Page 27)

AMERICAN CATTLE PRODUCER



An official handshake, at the Arizona Cattle Grower's meeting. (L. to r.) Ralph Cowan of McNeal, past president, offers congratulations; Earl Stewart, Yuma, president of Yuma Livestock Association; Earnest Chilson, Winslow, second vice-president, Arizona organization; Steve Bixby, Globe, the re-elected president; Ross Perner, Seligman, first vice-president.



Arizona Junior Cattle Growers. (L. to r.) May Ella Cowan, McNeal, treasurer; Joe Lane, Willcox, president; Mari Fathauer, Tucson, secretary; John King, Tucson, vice-president; Everett Bowman, Safford, delegate.

## Arizona Fifty-

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## Arizona Holds Fifty-First Meet

**THE BEST ATTENDED CONVENTION** in the 51-year history of the Arizona Cattle Growers Association was the high point of interest Feb. 3-5 at Yuma, as cattlemen gathered to talk beef promotion, research and other problems peculiar to their calling in 1955.

Though he demurred, Steve Bixby of Globe was re-elected by the convention to head the association another year. Also reelected were Ross Perner, Seligman, first vice-president; Ernest Chilson, Winslow, second vice-president; Bob Perkins, Prescott, treasurer, and Mrs. J. M. Keith, Phoenix, secretary.

The cattle growers' resolutions recommended brucellosis control legislation for the beef industry on a permissive basis and called for a ceiling on taxes for schools; urged adoption of S.2548, the grazing bill, and commended Agriculture Secretary Benson.

They further urged that Congress follow through on the range improvement intentions of the Granger Thyre Act, and also that it amend the Social Security Act to make it apply to self-employed ranchers and farmers on a voluntary basis only.

Full support of the National Beef Council was voted, as was expansion of beef promotion activities by the organization; research in beef tenderization was favored also.

Tucson was decided on as the locale of next year's meeting.

Speakers included Henry G. Boice, former president of the American National and now a member of its beef promotion committee, who spoke of formation of the National Beef Council, of national advertising of beef and of the need for research into tenderization of beef. Floyd Newcomer welcomed the delegates and discussed cattle feeding and promotion, and Bud

Jackson, director of the National Wild Life Federation, Washington, D. C., also spoke.

A tour of feedlots in the Yuma area followed conclusion of the business sessions.

CowBelle officers elected during the convention are Mrs. Joseph Clinton, Hereford, president; Mrs. Harry Knight, Yuma, first vice-president; Mrs. Howard Neal, Kingman, second vice-president; Mrs. William King, Tucson, third vice-president; Mrs. Spencer Shattuck, Bisbee, secretary-treasurer. Mrs. Dorothy Stacey of Clifton is the retiring president.

## Taylor Speaks At Alabama Meet

**THE ANNUAL MEETING OF THE** Alabama Cattlemen's Association at Mobile last month was attended by 750 cattlemen, representing most of the 67 counties of the state, all of which are now actively affiliated with the Alabama association.

Jay Taylor, the American National's president, told the Alabamians that though Americans are now eating an average of 80 pounds of beef annually, the returns on the cattlemen's investments in management, labor and risk are still too low. The way out, he stressed, is to realize more profits by increasing efficiency of production while increasing the demand for beef.

Tom W. Glaze of Chicago, head of Swift & Company's agricultural research department, pointed to an expected 20-25 per cent rise in population during the next 20 years which will increase consumption of the stockman's product. Forage production on a large portion of permanent grasslands can be doubled or even tripled, he said, to help keep step by increasing production.

In their resolutions the cattlemen opposed government regulation; en-

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## MISSISSIPPI ASSOCIATION NAMES OFFICERS

The 1955 officers of the Alabama Cattlemen's Association. (L. to r.) seated: M. C. Stallworth, Jr., past president; T. W. Athey, Jr., president; Carl Thomas, first vice-president. Standing: Mortimer Jordan, second vice-president; Ham Wilson, executive secretary; J. L. Adams, treasurer.



March, 1955

dorsed the government's beef purchase program; endorsed the work of the American National in forming the beef council; called for controls programs against insects and parasites.

They urged that a limit be placed on Mexican cattle shipments; wanted amendment of the stockyards law to require each licensed yard to have a licensed and bonded weigher; recommended that the emergency feed program not be terminated before Mar. 31, and asked that there be no changes in the wage-hour law to include farmers and farm laborers; recommended continuation and strengthening of present farm credit legislation, particularly on cattle loans. The USDA's brucellosis eradication vaccination program was commended.

## Mississippi Holds Ninth Meeting

ELECTED TO LEAD THE MISSISSIPPI Cattlemen's Association in the coming year are Dorris L. Ballew of Natchez, president; C. D. Maddox, West, first vice-president; Paul F. Newell, State College, secretary; E. E. Grissom, State College, assistant secretary. Other vice-presidents are R. H. Means, Scott; Donald Bartlett, Como; Frank Brumfield, Inverness; Harold Council, Greenville. Mr. Ballew succeeds Fred W. Klyce, Jr., of Sardis, in the presidency.

The election took place during the association's ninth annual meeting, attended by around 300 cattlemen and their guests, at Jackson.

A featured speaker was Jay Taylor, president of the American National. Others: N. H. Dekle, head of the Louisiana Cattlemen's Association; Carl F. Neumann, general manager of the National Live Stock and Meat Board, Chicago; Dr. A. E. Darlow, vice-presi-



A sunshiny candid of two presidents. At left, Jay Taylor, head of the American National, with Dorris Ballew, newly named leader of the Mississippi Cattlemen's Association. They were speakers at the recent Mississippi convention.

dent of Oklahoma A.&M. College. A panel discussion on cattle production and marketing was moderated by Ray H. Means of Scott.

The Mississippi resolutions voted to continue a long-range promotional campaign on beef; urged the USDA and state experiment stations to undertake research projects on disease, parasites, management; commended the American National for its work in behalf of the beef cattle industry, and endorsed the plan of assessment on livestock marketed for benefit of work of the National Live Stock and Meat Board. The work of the American Meat Institute was also given a vote of thanks.

They called for activation of a program and funds to involve public relations work; urged enforcement of the shipping order on the smuggled Charollaise cattle; called for equalization of freight rates.

## Louisianans Gather At New Orleans

A DIRECT APPROACH TO THE betterment of the cattle industry of the state marked the mid-February convention of the Louisiana Cattlemen's Association at New Orleans. Among actions taken by the organization were these: A statement of opposition to subsidies and controls on beef; a resolution urging cattlemen to cooperate on Bang's eradication, choosing the method best suited for them, and asking appropriation of state funds for this work.

The cattlemen urged continuation of promotion and advertising efforts to increase the consumption of beef, with emphasis on an educational program; they asked for needed research on cattle and beef. Further, they want auction barns to adopt voluntarily better sanitary measures, and they voted to look into the question of a paid full-time secretary for the organization.

The Louisianians also commended their state police for their work on cattle thefts, and the Louisiana brand board for its inspection system and urged stricter parole laws; made a request to the state wildlife federation for a suitable trespass law.

Elected to head up the association are Watkins Green of Youngsville, president; David M. Perkins, Hamburg, first vice-president. The secretary-treasurer is A. P. Parham of Baton Rouge.

The excellent attendance that enjoyed this meeting heard the annual address of Outgoing President N. H. Dekle of Brusly and the report of Secretary Parham.

A featured speaker was American National President Jay Taylor of Amarillo. He talked about the National Beef Council, now in process of organization; beef promotion generally, and

the work of the research committee of the American National Cattlemen's Association.



Earl Stewart (left), president of Yuma Livestock Association, and Rad Hall, assistant secretary of the American National, at last month's meeting of the Arizona Cattle Growers.

## Theurer Elected Utah's President

T. RAY THEURER OF PROVIDENCE was elected last month to succeed J. Wells Robins of Scipio as president of the Utah Cattle and Horse Growers Association. Also elected were Alonzo F. Hopkin, Woodruff, first vice-president; Hugh W. Colton, Vernal, second vice-president, and E. S. Crawford of Salt Lake City secretary.

Radford Hall, assistant executive secretary of the American National, told the stockmen at the Salt Lake meeting that the organized cattlemen of the nation are united in opposing government supports. If such support had been put on beef when a few cattlemen went to Washington to demand it in 1953, he pointed out, there would now be 5 billion pounds of government beef in government storage. On an open market, consumption has increased from 9.6 billion pounds in 1952 to 13 billion pounds in 1954. More cattle are being raised, too.

Jerry Sotola of Armour's livestock bureau, Chicago, and John Choholis of Western Livestock Journal at Los Angeles were also programmed speakers.

The Utah resolutions endorsed the resolutions passed by the American National Cattlemen at Reno; urged an increase in brand law enforcement funds.

They called for continued efforts in behalf of the state and national beef promotion program; urged that money collected on forest grazing lands under the Granger-Thye Act and the Anderson-Mansfield Act be made available for range improvement and reseeding on the national forests; approved a 2-cent-per-head assessment on members for beef promotion.

AMERICAN CATTLE PRODUCER

## ASSN. NOTES

Secretary Robert M. Howard of the Nebraska Stock Growers Association reports that a bill in the state legislature to include the entire state of Nebraska in the brand area was defeated. Both the Nebraska Association and the Nebraska Brand Committee opposed the bill.

At Douglas, Ariz., last month the Agua Prieta Cattlemen's Association elected J. J. Ortiz president; Armando Varela vice-president; Francisco Valenzuela, secretary-treasurer, and named Mr. Ortiz and Mr. Varela as delegates to the Arizona Cattle Growers' convention.

At a dinner meeting of the Greenville County Beef Association at Fountain Inn recently, E. E. Stone of Marietta, S. C., was elected president; H. N. Gault of Fountain Inn, vice-president, and County Agent Joe J. Jones (re-elected) secretary-treasurer. The association will not have a fat cattle show and sale this fall due to the drouth, but instead will have a feeder calf sale in the fall.

Officers elected at the February roundup and membership meeting of the Ohio Cattle Feeders' Association, at Findlay, Ohio, include Mark Knoop of Troy, Ohio, president; James H. Werner, Columbus, secretary-treasurer; Robert Haigler, Washington Court House, vice-president, and Don Leith, Pleasantville, chairman of the promotion committee. Earl Lowe, of Kenton, Ohio, is retiring president.

Resolutions passed at the 86th annual meeting of the Bent-Prowers Cattle and Horse Growers Association at Las Animas, Colo., favored Dodge City, Kan., for the Cowboy Hall of



Ken McCullough, Ellensburg, new president of the Kittitas County, Washington, association, left, congratulates outgoing president Les Gardinier, Ellensburg, on spectacular growth of association to more than 650 members during his term.

March, 1955

Fame (see story on Page 8), urged cattlemen to cooperate "in every way" to get the quarantine for scabies released, and favored the Wade trucking bill in the Colorado legislature as a substitute for the ton-mile tax law. The meeting honored a number of pioneer members of the association. Speakers included Francis Murphy, president of the Colorado Cattlemen's Association, and its secretary, Dave Rice. Dr. M. N. Riemenschneider, state veterinarian, explained plans for a dipping or box-spraying program for cattle (except those direct to slaughter from feedlots) in the 10 counties exposed to scabies. Other speakers include Ed Paul, head of the state's brand board, and David O. Appleton, *Producer* editor. Officers re-elected included Mrs. Melva H. Busbey, McClave, secretary; Marshall Dean, Las Animas, president, and John Smartt, first vice-president.

Floyd Lee, San Mateo, N. M., was named president of the New Mexico Wool Growers Association for the 28th consecutive time at an Albuquerque meeting of the group. Resolutions opposed further acquisition of New Mexico land by the Defense Department; opposed change in property evaluation in New Mexico; favored a "more practical" drouth loan program.

At the Western States Meat Packers Association meeting in San Francisco, Albert T. Luer, Los Angeles, a packer, told the 2,100 present that he foresaw the time when all fresh meat would be prepackaged and priced at the packer level, the retailer being concerned only with whether the meat would move readily with his mark-up added.

E. Floyd Forbes of San Francisco, association president and manager, who was re-elected, said packers and others on the "meat team" would have to engage in tremendous promotion to induce the public to consume the huge supply of meat in prospect in competition with other foods.

Mrs. Robert Mather, housewife of Oakland, Calif., said housewives recognize their own lack of knowledge about meat and want to learn more. She urged the packers to embark on an educational campaign aimed at housewives.

The Colorado Cattle Feeders Association was formed early last month at a meeting in Greeley, to include members from the Fort Collins-to-Julesburg area of the state. Elected to steer the organization through its first year of activities were Martin Domke, Greeley, president; William Farr of Greeley, John Lebsack of Sterling and Milton Nelson of Longmont, vice-presidents; Kenneth Monfort, Greeley, secretary-treasurer. The group expressed intention to appoint a research director.



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The **Midwest Livestock Feeders Association** held its annual meeting at Shenandoah, Ia., in February and adopted a number of resolutions. These: asked Iowa and Missouri legislatures to increase legal limit for livestock trucks from 45 to 66 feet, as permitted in surrounding states; called for greater domestic feedlot production and a restriction on imports, with a suggestion that the Mexican and Canadian borders be closed indefinitely against disease threats. The group criticized major meat packers for entering the feeding business. O. C. Swackhamer of Tarkio, Mo., was re-elected president; William Wenstrand of Essex was named vice-president; Wayne Anderzohn of Shenandoah secretary-treasurer, and Merrill Langfitt, Shenandoah publicity chairman.

New president of the **Yakima County** (Washington) Stockmen's Association is Irving Newhouse of Mabton. Pat Clyde of Toppenish is the new vice-president. Roger Roberts of Toppenish is treasurer, and Ed Reif of Yakima secretary.

The **Wyoming Stock Growers Association** has moved into its new building at 113 East 20th Street in Cheyenne—modern and providing comfortable and adequate offices for the association. At an informal open house given for members of the legislature, everyone said it was a fine structure . . . Seventeen members of the association are in the house of representatives and eight in the senate.

**LOUISIANA LOCAL GROUPS** have been active on several fronts in past weeks: The **Rapides Parish Cattlemen's Association** held its first meeting of the year at Alexandria under chairmanship of President C. C. Stevens, who discussed the organization's goal of 750 members this year. BAI Veterinarian Dr. E. E. Saulmon was a speaker . . . The **East Baton Rouge Cattlemen's** directors, after hearing

State Association President N. H. Dekle blast the delay in exporting the smuggled herd of Charollaise, went on record in favor of such exportation. The meeting also resulted in election of Philander Smith of Zachary to the presidency; E. Q. Ewell as vice-president, and C. P. Flowers as secretary-treasurer . . . The **Avoyelles Cattlemen** met recently at Cottonport and elected Max Merrick president; B. F. Lemoine, Jr. of Hamburg, vice-president; Kermit Ducote, secretary-treasurer. This group is gunning for an 800-name membership . . . A number of members of the **Madison Parish** association recently flew across the Mississippi to the Australia Island Plantation for a tour of the cropland and installations there.

**Ralph Miracle**, secretary of **Montana Stockgrowers Association**, reports the legislative situation in his state involves requests on every hand for additional funds for schools, highways, institutions, services. "Basically, other than for highways, there isn't much additional revenue in sight," he writes. Other bills concern ground water, fish and game, grazing districts, federal land purchases, country slaughter, locker plant regulation, sale of estrays and bills of sale.

Officers of the **Corn Belt Livestock Feeders Association** have been re-elected in a meeting at Omaha. They are: Ed Hollenbeck, Dixon, Ill., president; O. C. Swackhamer, Tarkio, Mo., vice-president; Harlan Hollewell, Milledgeville, Ill., secretary.

In their resolutions the feeder group voted to be represented on the National Live Stock and Meat Board, and voiced opposition to packer feeding of livestock.

Jay Taylor, president of the **American National**, told the feeders that the cattle producers of the National and

the cattle feeders are coming more and more to realize that, except for the matter of price on calves, there is no difference between them—all are producing beef. "Our industry is big and complex," he said, "and it takes a lot of links to make the chain. Each one of those links is as important as the others—each with its own operating problems."

At Exeter, Nebr., last month some 650 persons turned out for a program sponsored by the **Exeter Breeders and Feeders Association**, of which Dick Underwood is president. A feature was a tour of four Fillmore County feeding operations, in which nearly 300 stockmen participated; another was a panel discussion of prospects for 1955.

The mid-February meeting of the **Weld County Livestock Association** brought around 150 persons into Briggsdale, Colo., to attend it. Talks were made by Francis Murphy of Coalmont, president of the Colorado Cattlemen's Association; Dave Rice, the CCA's secretary; Tom Field of Gunnison, the association's second vice-president, and Stafford Painter of Roggen, head of the Weld County 4-H Club Foundation. Re-elected to office were Tom Kime, Briggsdale, president; Stanley Furrow, Gill, first vice-president; Lola Ridgeway Kraemer, Greeley, secretary-treasurer.

The annual meeting of the **Arizona Junior Cattle Growers Association** was held at Yuma, Feb. 3-5. New officers are Joe Lane, Willcox, president; John King, Tucson, vice-president; Mari Fathauer, Tucson, secretary; Mary Ella Cowan, Tombstone, treasurer; Everett Bowman of Safford and Mari Fathauer, national delegates. It was agreed at the meeting that the juniors should strive for greater membership and for a closer unity of cooperation between the state and national organizations. Next year's meeting will be held at Tucson.



Franklin County, Washington, stockmen gathered last month to hear about beef promotion, feeding contracts and cow beef processing. Among the leaders were, left to right, Fred Beckner, Kahlotus; Joe Havlina, Connell; President Harold Whiteley, Connell; and Albert Loney, Connell.

Benton County, Washington, cattlemen escorted J. K. "Pat" Ford, secretary, Washington Cattlemen's Association, on a tour of ranches, markets and feedlots prior to their annual banquet last month. With Mr. Ford, left, are Jim Crosby, county association, president, Benton City; Henry Anderson and Max Jackson, Prosser.

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March,

The Texas and Southwestern Cattle Raisers Association, organized at Graham, Tex., in Feb. of 1877, will hold its 78th annual convention at Dallas Mar. 21-23. Roy Parks of Midland, the association's president, has announced that men of state and national importance will be present at the convention and several of them have been scheduled to speak at the meetings.

The annual banquet of the Audubon County (Iowa) Beef Producers took place at Audubon in mid-February and attracted around 300 persons for a program which included election of the following officers: Harold Jensen, Exira, chairman; Victor Bauer, Audubon, vice-chairman; Evald Nielsen, Audubon, secretary; Warren Thompson, Exira, treasurer. John A. Hansen of Manning is a director.

The convened membership of the Coastal Cattle Association at Beaumont have re-elected A. H. Heiner president; George Bauer has been named first vice-president and W. P. H. McFaddin, Jr. second vice-president. A major speech was made by J. D. Sartwelle of Houston, vice-president of the Texas Beef Council.

At Wauseon, Ohio, Ervin Rupp of Archbold was recently elected president of the Fulton County Cattle Feeders Association; Maurice Jones was named vice-president and Lawrence McClarren secretary.

Ten charter members were on hand for a recent convention of the Southwestern Pioneer Cowboys Association at Tombstone, Ariz. They are all cowboys who have ridden the range 40 years or more.

Phoenix last month housed the 21st annual meeting of the Central Arizona Cattle Feeders Association which drew some 250 persons. In a panel discussion of feeds it was concluded that most of the cattlemen favored use of more roughages as against price controlled grains; it was concluded also that new types of feeds are needed. Dr. Weldon Gibson, director of economics research, Stanford Research Institute,

Palo Alto, Calif., spoke of beef promotion. Officers elected for the coming year include Bob Crowder of Phoenix, chairman of the board, and Dell U. Claridge, vice-chairman.

## Report On Junior Meeting In Reno

About 20 members from five states attended the National Junior Cattlemen's sessions in January at Reno. Don Ham of South Dakota was elected president; Joe Lane first vice-president; Tom O'Neil and Paul Painter second vice-presidents; Ralph Jones secretary, and George Cross treasurer.

At the opening meeting, presided over by Outgoing President Jerry Houck, the Juniors heard talks by John Marble, chairman of the marketing committee, and Alan Rogers, research committee chairman. Juniors attended committee meetings and reported back, to give the others a look into the activities of the senior cattlemen.

The treasurer's report revealed a total of \$374.77 at the end of 1954. Dues have been raised to \$2 a year, effective Feb. 1, 1955.

The national group is asking each state organization to send a list of its officers to the national secretary, Tom Jones, Midland, S. D. Any juniors wishing to form state associations may contact any National Junior member or officer for assistance.

Resolutions adopted: suggested state groups contribute to the American National's building fund in the name of the Junior association to the extent they can afford; called for an enlargement of membership, and for greater cooperation between the state and national junior organizations.

A motion was passed suggesting that a program be worked out for Junior cattlemen to enter livestock shows and fairs in classes especially for them, on a local basis for now.

Incoming president, Don Ham, appointed Everett Bowman historian and Paul Painter the constitutional revision committee chairman. — Carol Witwer.

## NEBRASKA BEEF COUNCIL MEETS



Snapped at the early-February meeting of the Nebraska Beef Council in Omaha were (l. to r.) Chester Paxton, Thedford, chairman of the council; Governor Victor E. Anderson; Harry B. Coffee, president of the Union Stock Yards of Omaha and council member.

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## RE- SEARCH

### ADVISES STUDIES

The government's Livestock Research and Marketing Committee recently urged expanded studies in beef breeding, research on bloat and screw-worm eradication and studies of adjustment of production to changing markets. Other suggestions: Research on methods to make less desirable grades of beef more attractive to consumers; further study in utilization of by-products and the shrinkage of meat at the retail level; study of economic factors affecting demand and prices for hides, and more outlook information. Frank S. Boice, Sonoita, Ariz., past president of the American National is a member of the committee.

### BRUSH CONTROL

The most effective winter treatment for chemically controlling brush is to apply low-volatile esters of 2,4,5-T, in concentrations of 11 pounds of the chemical to 100 gallons of diesel oil, according to tests at the Red Plains Conservation Experiment Station at Guthrie, Okla. Application of this mixture as a basal-bark treatment between Dec. 15 and Mar. 15 has proved

most successful. Similar results were also obtained with low-volatile esters of 2,4-D applied at twice the concentration recommended for 2,4,5-T. . . . A new booklet is "Controlling Sagebrush on Range Land," Farmers' Bull No. 2072, order from Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C. (20 cents.)

### WHEN TO CALVE?

A study intended to answer this question has been under way for five years at the Oklahoma A. & M. College. Results so far indicate that if beef heifers first calve as two-year-olds they will produce almost one extra calf per cow at five years over heifers that first calve as three-year-olds without additional cost of feed. The tests also show, however, that 50 per cent of the heifers calving as two-year-olds needed help and 10 per cent of the calves and 4 per cent of the heifers were lost. Only 4 per cent of the three-year-old heifers needed help and no calves were lost.

### BETTER SELF-SERVICE

Labor productivity was increased 25 per cent in a group of retail stores which remodeled their self-service meat departments and used operating methods recommended as the result of marketing research by the USDA. To assist other retailers, the department has issued a report—"Principles of Layout for Self-Service Meat Departments"—which contains recommended

plans and operating methods for new or remodeled markets. The publication may be obtained from the Marketing Information Division, USDA, Washington 25, D. C.

### PULPY KIDNEY VACCINE

A new vaccine for the prevention of losses caused by enterotoxemia, or overeating disease, in sheep is announced by Cutter Laboratories. The new vaccine, trade-named Fringol, is an aluminum hydroxide adsorbed Clostridium Perfringens Type D Bacterin. Clostridium Perfringens, also known as pulpy kidney, overeating, enterotoxemia, usually affects animals on concentrated fattening rations such as grain, milk, lush grass or pea pasturage.

### SWIFT AIDS STUDY

The Iowa State Board of Education has accepted \$6,200 from Swift & Co. as a grant-in-aid in support of research now being done at Iowa State College on dwarfism in beef cattle. Previous investigations at the college have indicated dwarfism is hereditary and many of the carrier animals can be identified by X-ray examinations as calves. The present grant will be used largely to extend the research to older animals.

### CATTLE GRUB CONTROL

Cattle grubs have been controlled effectively by both internal and external means in recent experimental treatments by USDA. At the Agricultural Research Service animal disease laboratory, Auburn, Ala., phenothiazine was given free choice to cattle—1 part of it by weight to 3 parts each of bonemeal, limestone and salt. Moving in the blood, it kills grubs at an early stage. In a limited test, 6 treated cattle averaged only 8 grubs; 6 untreated ones, 36. This initial success with a systemic opens up wide horizons in animal-parasite control, as free-choice phenothiazine already is standard control for gastro-intestinal roundworms, says Agricultural Research. A chemical designated as compound 21/199 was sprayed as an 0.5 per cent solution on backs of grubby cattle at the ARS entomological laboratory at Corvallis, Ore. Trace amounts penetrated grub holes and killed all grubs (245) within a week. Possible toxicity is to be checked.

### FEEDING PRACTICES

The 1955 edition of the "Feeding Practices" bulletin put out by the Educational Service of the National Cottonseed Products Association covers the contribution of research to practical livestock and poultry feeding. Free copies are obtainable from cotton oil mills or direct from the Educational Service, 618 Wilson Bldg., Dallas, Texas.

AMERICAN CATTLE PRODUCER

## THE STATE PRESIDENTS

The head of the 2,089-member Oregon Cattlemen's Association is J. C. Cecil of Burns, who has been president for the past two years and who has a combination valley, mountain and desert ranch on which he runs commercial Herefords in what he describes as a medium sized operation.

Mr. Cecil uses forest and BLM land, and of course winters on private land. He grows native hay under flood-water irrigation.

Usually he sells yearling steers. Until rather recently he kept the animals till they were two's, but the spread between yearlings and two's narrowed so he changed to yearling selling. Besides, he believes the light steer is the most popular. He breeds yearlings.



J. C. Cecil

This Oregon ranch leader considers the big problems of the state and future administration of public lands, which total about 50 per cent there. The grazing bill, lost in the 83rd Congress, would have been good for those in the industry dependent on public land as a stabilizing factor.

On the ranch, in partnership with Mr. and Mrs. Cecil, are a married daughter and son-in-law. The property started as a homestead, has been in the family since 1871.

Mr. Cecil, a University of Oregon graduate, is a director of the local Chamber of Commerce and on the local school board; he is active in Red Cross and polio fund work. Other activities include past membership on the National Advisory Council of the Bureau of Land Management for a number of years and on the joint committee on public lands, cattle and sheep. For 20 years he was field representative for the Northwest Livestock Production Association of Portland, Ore.

## MODERN DEVELOPMENTS IN CATTLE FEEDING

(Concluded from Page 20)

stilbestrol supplement is limited to 5 milligrams per pound, an amount that you could hardly see on your fingernail. In other words, you would have to feed one to two pounds of supplement per head to supply the 5 to 10 milligrams considered to be the optimum amount desired.

Diethylstilbestrol is a synthetic, highly potent, estrogenic chemical manufactured in the form of a white powder. It is actually neither a hormone nor a feed nutrient, but a chemical that is capable of causing many of the physiological effects produced by the female hormones, the estrogens. Chemical substances similar to the estrogens occur naturally in some feeds; namely, the legumes and some of their by-products. Three terms which are used quite frequently in discussing the use of the substance in fattening cattle rations are: 1. diethylstilbestrol, its chemical name; 2. stilbestrol, its common or drug name; and 3. stilbosol, the trade name of the premix produced by Eli Lilly and Company.

A hormone is a chemical agent liberated by cells in one part of the body and transported by the blood to another part of the body on which it exerts an effect. Diethylstilbestrol does not qualify as a hormone because it is not produced by the body—it is a synthetic substance.

Shortly after scientists at the Iowa Experiment Station found that some legumes contained appreciable amounts of estrogenic substances, tests were initiated in which known amounts of stilbestrol were added to cattle and sheep rations. Steers and heifers fed the substance in moderate amounts have consumed more feed and gained more rapidly and more efficiently than cattle fed the same ration without it.

The Iowa Animal Husbandry specialists believe that when the proper amount of stilbestrol, or 5 to 10 milligrams, is used in the feed, it increases the average gain of fattening cattle by 15 to 20 per cent and the efficiency of gain by about 10 per cent. While gains of the cattle have been quite variable, the few tests in which the steers fed stilbestrol made spectacular gains account for the great interest of cattlemen in its use.

While the mode of action of stilbestrol is unknown, it usually results in a stimulation of appetite. Increased feed consumption accounts for at least part of the more rapid and efficient gains of cattle fed this substance. It is known that stilbestrol does not substitute for any of the nutrients needed by cattle.

Sufficient data have not been accumulated to evaluate the use of stil-

bestrol with a wide variety of rations. Most of the tests at Iowa were conducted to determine the amount that should be fed. Few stations have yet reported results of tests in which it has been fed.

The data at Iowa indicate that the greatest increase in rate and economy of gain occurs when stilbestrol is fed with highly concentrated rations. Lesser increases in rate and efficiency of gain were obtained when it was fed with a ration containing large amounts of roughage. Until proved beneficial, stilbestrol should not be fed to any animals other than slaughter cattle except as directed by a veterinarian.

The Iowa scientists state that cattle fed stilbestrol appear normal in every respect. Selling price, dressing percentage and carcass grade of cattle of the same feeder grade and fed the same length of time have been essentially the same whether or not stilbestrol was fed. Carcasses of the stilbestrol fed cattle were no more desirable than might be expected from faster gaining cattle. No detectable residues of stilbestrol have been found in the meat of cattle fed the substance.

The feed manufacturer must be sure that the "stilbosol" is thoroughly mixed with the supplement because large doses of diethylstilbestrol can actually suppress growth and fattening. Likewise, the feeder should mix the stilbestrol supplement thoroughly enough that no one animal can get appreciably more than his share.

No more than 10 milligrams should be fed per steer daily. At high levels, undesirable effects may occur similar to those obtained from implantation of diethylstilbestrol pellets under the skin. These include excessive riding-high tailheads, and lower quality carcasses.

This discussion so far has dealt largely with ingredients which require so-called micromixing, and are therefore generally available to feeders only through commercial premixes or regular feed mixes. As a good share of these ingredients are also present to varying extent in farm-grown feeds, the net value of these commercial feeds must finally be determined by the cut and try method of using them in any particular feeding setup.

Other modern developments in feeding that deserve attention include the increasing use of dehydrated alfalfa hay and hay pellets, and the use of silage or green chop alfalfa hay fed to cattle directly from the field, as well as increased use of hay and grass silage. There has been good progress made in reducing Vitamin A losses in dehydrated alfalfa, both by pelleting with stabilized fat and with inert gas storage, but one of the outstanding developments as far as alfalfa is concerned has been this feeding of green chop hay, which offers much promise for feed nutrient

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conservation and cheaper summer gains in the fattening pen.

New developments, too, in the handling of sugar beet by-products include the chopping up and siloing of the fresh, green tops, entirely free from dirt, directly ahead of the digging and harvesting of the beets. The pelleting of bulky dried beet pulp, which has increased its compactness and weight from 12 pounds to 38 pounds per cubic foot, has become a well-established practice during the past five years, and has been responsible for a much wider distribution of this product in beet growing areas.

The newest and most outstanding development, however, with respect to sugar beet by-products, is the production of a livestock protein supply in liquid form somewhat similar to the product called MC-47, but with a guaranteed protein content of 30 per cent at 65 per cent dry substance. This protein concentrate, which is a by-product or actually a neutralized end liquor derived from the manufacture of monosodium glutamate from concentrated saccharate filtrates, has been named LPC, and is to be available in liquid form in the Rocky Mountain area on a year-round basis. In preliminary cattle feeding tests, LPC dried beet pulp has increased net gains 11 per cent and decreased feed costs per unit gain about 10 per cent over ordinary dried beet pulp.

In different sections of the country, there are feeds and crop by-products peculiar to each particular section which can provide low-cost fattening nutrients to those who understand and appreciate their nutrient value.

## Research Groups List Projects

The research committee of the American National Cattlemen's Association has brought together the various research projects going on over the country in the various categories like breeding, feeding, range, disease, etc.

We feel that stockmen will be interested in this tabulation which we are setting forth here, taking one subject this month, breeding, to be followed with others until the list is complete.

The following are beef cattle research projects conducted by colleges and experiment station in breeding:

**ALABAMA**—Improving the overall productive performance of Angus, Shorthorn and Hereford cattle for Alabama conditions by a strong selection program. The young bulls in this herd are fed a uniform ration and feed eaten and gains made are recorded. This provides information for indexing bulls and this service is offered breeders of the state on a fee basis.

At the Black Belt Substation, crossbred calves are compared with straight bred calves for birth weight, gains, live animal grade and selling price as weaners.

**ARIZONA**—A study of the relative influence of inheritance and environmental (feed, weather, accidents, etc.) factors which affect beef cattle production.

Methods are being developed for selecting

breeding cattle for those production traits which are most highly influenced by inheritance.

**CALIFORNIA**—The use of progesterone for getting all cows to come into heat at one time so that artificial insemination of range cattle will be practical.

Rate of gain in young bulls as a means of selecting better doing cattle.

The comparison of Herefords and Braford in the Imperial Valley, a hot, dry area.

**COLORADO**—A comparison of comprest and conventional type cattle.

Testing the value of inbred lines of beef cattle for improving production in commercial herds and for performance when the lines are crossed.

Bulls are tested for fertility level as a service to breeders.

**FLORIDA**—Improving various breeds for production by selecting and a study of the adaptability of breeds and crosses for Florida conditions. This main emphasis is on calf production of cows on pasture conditions and now to integrate pasture production and best doing cattle for maximum production of weaner calves.

**GEORGIA**—Testing Polled Hereford bulls for their ability to sire calves of good production and use of crossbreeding for beef production in the South.

**IDAHO**—Developing inbred lines and improving the production through selection based on performance.

**KANSAS**—The development of lines of Shorthorn cattle and improvement of production ability through careful selection.

**MARYLAND**—The value of type as an aid in selecting better doing beef cattle.

Body conformation and live animal measurements as means of picking animals that will make the most desirable carcasses, and that will cut out the larger per cent of valuable wholesale cuts.

**MONTANA**—Beef cattle improvement by selection for greater and more efficient production.

Bull testing for rate and efficiency of gains as a means of improving beef cattle as a service to Montana breeders.

**NEBRASKA**—Improving beef cattle for reproductive efficiency, carcass quality and rate of gain by selection for these factors. How to get rid of undesirable inheritance from a herd.

**NEVADA**—Progress that can be made in improving production performance, selecting cattle under fair conditions and under desirable conditions.

Development of superior lines of beef cattle by selecting for rate and economy of gains.

**NEW MEXICO**—Improving cattle for the production of heavy and high quality weaners and yearling feeders by selection and a careful breeding program. Developing methods for producing a superior herd of brood cows.

**OREGON**—Development of lines of superior beef cattle by selecting with emphasis on fertility, suckling ability, rate of gain, feed efficiency, score and freedom from inherited defects.

Use of scores and body measurements for locating good doing animals and those which make the better carcasses.

The animals' ability to digest feed, and to use it to build up the body as an indication of inherently better doing cattle.

Hormone excretion in the urine by genetically superior and inferior cattle.

Production testing on the ranch as a means of improving beef cattle of Oregon as a service to ranchers.

Improvement that can be made selecting for greater production, under adverse as contrasted to desirable conditions.

What progress can be made for such factors as suckling gains, feedlot gains, feed efficiency and live animal merit by selecting for these factors at various intensities.

Develop record sheets which ranchers can use to keep records for improving their herds.

**SOUTH DAKOTA**—Progeny testing and production testing beef cattle for improving them for production. How to identify the animals carrying dwarf inheritance so that selection can be practiced against this weakness.

**TEXAS**—Performance testing and production testing as methods of improving production of beef cattle.

Improving existing breeds of cattle and use of cross breeding to increase rate of gain, feed efficiency, heat tolerance and carcass value.

Development of methods of locating early in life the good doing cattle for feed efficiency.

Carcass value of Santa Gertrudis cattle produced by different practices.

Reproduction studies in cows.

**UTAH**—Improvement of beef cattle for greater production by selection.

**VIRGINIA**—Improving beef cattle production by selecting breeding animals for superior type, growth rate, and feed efficiency.

**WASHINGTON**—Developing inbred lines of Hereford, Angus, and Shorthorn cattle. Raising calves from birth on synthetic milk and thereby seeing how much variation there is in growth of calves early in life when conditions are uniform.

**WYOMING**—Improving beef cattle by selecting for fertility, suckling ability, rate of gain, feed efficiency, and live animal score.

Use of individual feeding as means of choosing herd sires.

The following are beef cattle research projects supported in whole or in part by federal-grant funds pertaining to breeding:

**ARIZONA**—Investigation of productiveness of different Hereford sires and develop inbred lines.

**COLORADO**—A study of selection, inbreeding and the crossing of inbred lines within the Hereford breed.

**IDAHO**—Performance testing of bull calves of purebred beef herds of the state.

Improvement of beef cattle through breeding methods.

**LOUISIANA**—Comparisons of various crossbred and high grade cattle under Gulf Coast conditions with respect to rate of growth on pasture, fattening ability, and meat quality of steers.

**NEBRASKA**—Improving beef cattle through the application of breeding methods.

Improvement of dual-purpose cattle through breeding.

**OKLAHOMA**—The improvement of beef cattle by the application of breeding methods.

## TESTIFIES AT TARIFF HEARING

The executive secretary of the American National Cattlemen's Association, F. E. Mollin, appeared before the House Ways and Means Committee in the hearings on H. R. 1, which calls for extension of the Reciprocal Trade Act.

In outlining the policy of the American National, that "world trade should be grounded on fair and equitable competition and encouraged only if it is done under the policy that products shall not be admitted when they endanger the living standards of the American working man or farmer or stockman or threaten injury to domestic industries," Mr. Mollin made these points:

We do not believe the current situation justifies any general reduction in the tariff such as proposed in H. R. 1.

We urge that if H.R. 1 is enacted that the power to cut tariffs should be drastically restricted and that the findings of the United States Tariff Commission should be given the weight to which they are entitled.

It seems to us that there is altogether too much emphasis on the current need for exports and too little consideration given to the tremendous consuming power of our own country.

Anyone who has had experience on the central markets knows that the markets are very easily disturbed by any slight increase in receipts and that declines of as much as a dollar a hundred, sometimes more, are often recorded in a single day. For that reason we would deem it extremely unwise to

encourage import trade.

In 1950 on a dreary million pounds inspected, (incidents) ed to the which state were 415 of slaughter or 2.8 per of slaughter.

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Profess economist

March, 19

encourage further development of the import trade at this time.

In 1950, imports of cattle and beef, on a dressed weight basis, were 439 million pounds, 5.7 per cent of federally inspected slaughter; in 1951, 524 million pounds, or 7.5 per cent of slaughter (incidentally, these imports contributed to the severe break in the market which started in 1952); in 1952 imports were 415 million pounds, 5.3 per cent of slaughter; in 1953, 289 million pounds or 2.8 per cent, and in 1954, 2.5 per cent of slaughter.

The Mexican border has again opened and the quota, established by Mexico, is 346,000 head.

With this picture of a heavily supplied industry dependent almost wholly on domestic consumption, we are just as much interested in protecting the market for the production workers of this country who consume our beef as we are protecting directly the market for our own production. We have never seen merit in the philosophy of promoting exports of one commodity at the expense of another.

We are convinced that the American worker employed at good wages is a better market for beef than his foreign competitor to whom his job may be traded under H.R. 1.

## Personal Mention

Effective with the resignation of M. J. Cook to become vice-president of the Chicago Union Stock Yards, **Lee D. Sinclair** will be chief of the Packers and Stockyards Branch at Washington, D. C., after seven years as head of the trade practice section of that branch. **James Hartnell** is to be chief of the Livestock Market News Branch, also at Washington; he fills the vacancy caused by transfer of **C. L. McCulloch** to Foreign Operations Administration for livestock development in Africa. Mr. Hartnell will be succeeded as supervisor in the area from Denver west, with headquarters at San Francisco, by **G. Earl Rodda**, formerly in St. Joseph, Missouri.

**Donald R. Bauer**, has been appointed assistant chief of the division of state and private forestry, U. S. Forest Service, California region; he replaces **Emil Juntunen**, recently transferred to Missoula, Mont., where he will hold the post for the northern region.

New officers of the Union Stock Yard and Transit Company of Chicago include the following: **William J. O'Connor**, moved up to the new office of vice-chairman; **Charles S. Potter** named executive vice-president; **Millard J. Cook**, since 1945 chief of the Packers and Stock Yards branch of the USDA elected a vice president. **William Wood Prince** is the president.

**Professor F. M. Simpson**, agricultural economist at Clemson Agricultural Col-

lege and former director of the agricultural research department, Swift & Company, has been honored by the Saddle and Sirloin Club of Chicago. His portrait will hang in the club gallery with those of other outstanding men of the livestock and meat industry; he has devoted more than 45 years to the marketing of livestock and meats. The ceremony of hanging the oil will be during the International.

**Porter M. Jarvis**, since 1950 executive vice-president of Swift & Company, has been elected to the presidency, succeeding **John Holmes**, who moves up to board chairmanship. **Harold H. Swift**, who has been chairman of the board since 1948, becomes honorary chairman and will serve as a director and board consultant. Also named: two new vice-presidents, **E. D. Fletchall** and **Robert W. Reneker**.

**Charles E. Hazard, Jr.** has retired as head cattle buyer for Armour & Company at Chicago after 45 years; his father, the late **Charles Hazard, Sr.** had retired in 1936 as assistant treasurer after 56 years of service with the firm.

**Robert T. Lister** of Prineville, Ore., has been chosen by the state agriculture department to a place on its stabilization and conservation committee.

**Oscar G. Mayer, Jr.**, has been named to succeed his father as president of Oscar Mayer & Co.; his father, son of the company's founder, becomes board chairman. Also elected: **Arthur E. Ericson**, vice-president and treasurer; **E. C. Sloan**, vice-president.

**Clifford Hansen**, chairman of public relations committee of the American National and president of the Wyoming Stock Growers Association, has been reappointed for six years on the board of the University of Wyoming.

**J. Byron Wilson** of McKinley, Wyo., for 38 years secretary of the state's wool growers' association, has been named president of the Wyoming Natural Resources Board, succeeding the late **J. Elmer Brock**. He has been on the board since it was formed in 1951.

**Mrs. J. M. Keith**, secretary of the Arizona Cattle Growers Association, lost her mother, **Mrs. Mary Olive Ware**, at Phoenix on Feb. 3. Mrs. Ware was 93.

**Mrs. Edith Michel Feagins**: The wife of Chase Feagins, secretary of the Nebraska Brand Commission, passed away last month at Alliance after lengthy illness. She was 71.

**Byron P. Demorest**: The editor of the Omaha Daily Journal-Stockman, suffered a sudden, fatal heart attack at his Omaha home last month. He was 59.

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# LADIES' CHOICE



## Through a Ranch House Window

Though March is as unpredictable as a flirtatious woman, just now beyond my wide-open window "spring is busting out all over." Along this small street the new grass greens—though only a lawnmower will crop it—and on the "liquid amber" tree (it's a sweet gum, really, but I love that old-fashioned name for it) and on the pipestem branches of the little plums and peaches I set out last fall leaf buds are plump and pregnant.

Strange, how in spring one grows close to the earth again, even in a city. There'll be no new calves to tend this month . . . but our neighbor's old mother dog muzzles four fat puppies in her sleeping box . . . and unless I miss my guess there'll be new kittens in our garage 'most any day now.

You're lucky if your windows look out over your own ranchland, green with spring. But I am lucky, too . . . to find that Spring, like Love, is everywhere the same.

Did you all get a copy of the very wonderful letter from Sue Field, the V.P. in charge of CHIMES this year? Or did it go just to the state presidents who are members of the General Council? I'm not sure, but at least I hope you all get to see it.

If, as I suppose, it went just to state officers perhaps they will pass on to their own groups much of the fine pithy flavor of it. Not only was it filled with suggestions for making our own pages more successful here at CHIMES but Mrs. Field also advised that whenever CowBelles had anything of interest to report they send it not only to us and to their own state cattlemen's magazines but to other editors

of women's pages. "Don't hide your talents under a basket," says Sue—and I agree with her. See if your own local newspapers, etc., aren't interested in what you are doing, especially in Beef Promotion. You may be surprised how pleased they'll be to hear about it.

I'll have to quote Sue Field this one more time; I don't see how it could be said any better. "When an old hen lays an egg she tells the world about it. When a duck lays an egg, who knows about it? Duck eggs are twice as big as hen eggs—but who buys them? Let's follow the example of the hen and keep telling the world . . . BEEF IS LIFE. It is the fuel for love, joy, work, action and living. It is one of America's most important foods."

Shall we keep on telling folks so in 1955?—Dorothy McDonald.

## Meet Your Neighbor

Mrs. Russell C. Larsen was last year's president of the Idaho CowBelles and is now the vice-president of the National in charge of membership, so those of you who have not met her yet will no doubt do so in 1955. Maxine Larsen is a worker, and she is going to be doing all in her power to see that "every cowman's wife is a CowBelle, and every CowBelle belongs to the National." Let's all pitch in and help her.

Maxine is a true Idaho girl, having lived in the state all her life. Her father raised purebred Shorthorn cattle and she grew up on a ranch. Attended grade school and graduated from high school in Kimberly and then went to the University of Idaho in Pocatello where she majored in music. She taught music for a time. Have you hap-

pened to notice how many of the Neighbors we've met on these pages in the past either were musical or have taught music? A coincidence . . . or do musical women make extra-good ranch wives? —ED.)

As a hobby Maxine started flying and soon began going with a certain young man named Russell Larsen, who was also flying as a hobby . . . "Though I've really known Bud, as Russell is called, all my life," Maxine admits. "He graduated from high school in Kimberly and attended the university at Pocatello, where he studied law."

Mr. Larsen's parents were one of the oldest cattle families in southern Idaho, coming there in 1877. The old Oregon Trail is within a mile of the Larsen home and Bud and Maxine are still preserving a log cabin on the place that was built in 1894.

The Larsens have two youngsters



The children of the Neighbor you meet this month: Hans Russell Larsen and companion, and sister, Mary Elizabeth.



Idaho CowBelle officers, 1952-54 in l. to r. order (front): Mrs. Russell C. Larsen, Kimberly, president; Mrs. Adelaide Hawes, Twin Falls, historian; (back row) Mrs. Roy Mink, Gooding, secretary; Mrs. Edith Taylor, Grouse, treasurer; Mrs. Walter Schodde, Burley, vice-president.



Idaho CowBelle officers 1954-56 (r. to l.): Mrs. Walter Schodde, Burley, president; Mrs. Kendry Gemlin, Lewiston, vice-president; Mrs. Ervine Dewey, Declo, secretary; Mrs. W. D. Taylor, Burley, treasurer; Mrs. Joe Webster, Horse Shoe Bend, historian.

—Hans Russell Larsen, aged 12, youngest of the children of their first wife, says Maxine rounded up their brief on his first five months was two a

Maxine Star for 12 ductress of also belong Beaumont Knight T No. 40, Da She is a r Toastmistr Twin Falls sociation a charter r Belles and her state g

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March, 1

—Hans Russell, 3½, and Mary Elizabeth, aged 6, who is, incidentally, the youngest CowBelle in Idaho. Both children said "CowBelle" as one of their first words—"and no wonder," says Maxine, "as they have been surrounded with CowBelles activities all their brief lives. In fact, Hans went on his first beef tour when he was five months old and Mary Elizabeth was two and a half."

Maxine Larsen has been in Eastern Star for 12 years and is associate conductress of her chapter at present. She also belongs to the Social Order of the Beauceant in Twin Falls (wives of Knight Templars), and Iras Temple No. 40, Daughters of the Nile in Boise. She is a member of the International Toastmistress Club and secretary of the Twin Falls group of the National Association of Parliamentarians. She is a charter member of the National CowBelles and immediate past president of her state group.

So, folks, meet Mrs. Russell C. Larsen and her nice family. I think we're lucky to have her working for us on the National membership drive this year, don't you?

## AT HOME ON THE RANGE

From the state of Washington this month comes the first recipe they have printed for distribution up there. It is a favorite of Mrs. Charles Eder, wife of Washington's Cattleman of the Year. "Mrs. Eder, who sent this recipe along with a lovely letter, told us she makes all of her own soap out of the

fat trimmings . . . "Something tells me," opined my correspondent, "that Mr. Eder has a partner who has contributed a great deal to his success." . . . It could be. I read a verse somewhere that said:

There's not a place on Heaven or earth  
Nor yet a life, a death, a birth—  
There's not a feather's weight of worth  
Without a woman in it.

At any rate, thanks to Mr. Eder's "silent partner" for this recipe and to Mrs. Philip Paul of Ellensburg for sending it along for me to share.

### ECONOMY BEEF STEW

3 lbs. beef stew meat	2 tsp. salt
1 large onion	¼ tsp. pepper
1 cup diced celery	¼ tsp. paprika
5 carrots	1 bay leaf
1 cup diced parsley	1 small clove garlic (optional)
root or a sprig of parsley	1 quart cubed potatoes

Dredge meat in flour and brown in fat. Add water to cover, onion, chopped, bay leaf and seasonings. Simmer. During last hour add celery, carrots, quartered, parsley and mashed garlic. Add potatoes 15 minutes before serving.

Hot, homemade bread, a bubbling stew, tiny new carrots, radishes and onions on a bed of the first tender lettuce leaves from a spring garden . . . and perhaps a thick wedge of chocolate cake for dessert—my boys always loved "any kind of cake, as long as it's chocolate"—and who could ask for more?

And so, good eating . . . and good evening . . . to you all.—Dorothy McD.

**This whole money-mad world is running a race for a dollar which is worth only half of its face value.**

### IDAHO'S CHARTER MEMBERS

Four charter Idaho CowBelle members at the Lewiston convention (l. to r.): Mrs. Lou Bitton, Chilly; Mrs. Adelaide Hawes, Twin Falls; Mrs. Seth Burstedt, Challis; Mrs. Ray Swanson, Pocatello.

## American National CowBelle Chimes

IDAHO EDITION

Vol. 3, No. 3

March, 1955

President—Mrs. Joe Watt, Moorcroft, Wyo.  
Secretary-Treasurer — Mrs. Jack Dinwiddie, Centennial, Wyo.

Vice-Presidents—Mrs. Fred Dressler, Gardnerville, Nev.; Mrs. Russell C. Larsen, Kimberly, Ida.; Mrs. Tom Field, Gunnison, Colo.

Editor—Mrs. Dorothy McDonald, 7905 Pala St., San Diego 14, Calif.

### A MESSAGE FROM THE PRESIDENT OF THE NATIONAL COWBELLES

Your National officers have been busy the past month writing letters on behalf of the "Beef for Father's Day" project. Each state president is asked to contact her governor and ask him to proclaim a "Beef for Father's Day" in June. Stickers will shortly be sent to all states to be put on letters, so you will probably be seeing this slogan on your envelopes.

From Mrs. Hugh Huntly of Colfax, Wash., comes a suggestion that local or state groups give copies of our all-beef cook book, "Beef Cookery", to local food editors or home demonstration agents. Thank you for that excellent suggestion, Mrs. Huntly; I hope it will be carried out. Mrs. John Guthrie, Rt. 4, Porterville, Calif., is still handling the books and the price is \$2 postpaid.

Mrs. Fred Dressler, Gardnerville, Nev. has charge of our Scrap Book and will appreciate any pictures or articles you may have. Will each state president please send her report of your convention?

Mrs. Russell Larsen of Kimberly is in charge of membership and would like any ideas you may have for increasing our membership.

Mrs. Tom Field, our vivacious vice-president in charge of publicity, will also help Dorothy McDonald keep our CHIMES full of interesting pictures and articles. Do send her anything you think would be of interest.

Congratulations are due Mrs. J. N. Dunn, president of the Mississippi Cow-



Mrs. Russell C. Larsen, Idaho CowBelle president, speaking at a luncheon at the 1954 Idaho convention in Lewiston.

March, 1955



Arizona Cattle Growers convention participants at Yuma last month. (L. to r.) Mrs. Joe Clinton of Hereford, new CowBelle president; Mrs. Jessie Stacey, Clifton, outgoing president; Mrs. Harry Knight, Yuma, first vice-president; Mrs. Wm. W. King, Tucson, third vice-president. Mrs. Steve Bixby, Globe; Mrs. Earl Horrell, Globe; Mrs. George Godfrey, Animas, N. M.; Mrs. Dave Dozier, Kingman, Ariz.

Belles. Our best wishes for the success of their beef promotion project.

Arlene Watt, President.

\* \* \*

**NATIONAL MEMBERSHIP.** State conventions are starting and I hope each state will take the responsibility of contacting women at that time. Set up for registration and dues and have National registration and collection of dues right alongside of it. Someone could be appointed to register and collect National dues and give receipts, being sure to get the correct names and addresses so that when dues are forwarded to the National Secretary she can mail out individual membership cards. Let's work hard in 1955 to make our National CowBelles

**Strong in Character  
Strong financially  
Strong in numbers.**

Maxine Larsen, Membership Chairman

A report from Mrs. Clyde Carlisle, last year's secretary, informs us that at the end of 1954 we had 1,602 National CowBelle members. Arizona led with 268, followed by Kansas, with 205. Six other states, California, Colorado, Nebraska, North Dakota, Oregon and Wyoming had more than a hundred; 15 others had a National membership ranging from 1 or 2 to 72. That is a fine increase from the 300 charter members we started with in 1952, but when you count the membership by states you can see how much better we should do.

"Every cowman's wife a CowBelle... and every CowBelle a member of the National." We have a long way to go! Let's all get behind Maxine Larsen and work on increasing our membership—doubling it anyhow — in 1955.

## AND DON'T FORGET TO SELL OUR AMERICAN NATIONAL ALL-BEEF COOKBOOK AT YOUR STATE CONVENTIONS.

"Marie Carlisle and I have just finished tabulating sales of our cookbook, 'BEEF COOKERY,' to date," writes Marian Guthrie, cookbook chairman. "Here are the results, by states. Perhaps CHIMES readers would be interested to see what wide distribution they have already attained."

Arizona	315	New Mexico	1
Alabama	108	New Jersey	4
California	1,618	New York	3
Colorado	250	Nevada	234
Connecticut	1	North Dakota	43
Florida	67	Ohio	9
Georgia	1	Oregon	473
Idaho	141	Pennsylvania	2
Illinois	19	Rhode Island	1
Indiana	1	South Dakota	167
Iowa	2	Texas	45
Kansas	171	Utah	265
Louisiana	204	Virginia	2
Massachusetts	1	Washington	170
Maryland	2	Washington, D. C.	6
Mississippi	204	Wisconsin	1
Missouri	7	Wyoming	177
Montana	148	Sold in Reno	410
Nebraska	130		
			Total
			5,435

**COOKBOOK PROMOTION.** Our ultimate goal is to secure a distribution channel so that we can get BEEF COOKERY into all the larger cities and towns. The Tehama (Calif.) CowBelles have used television time to promote the book and at the same time have placed it for sale in a chain of grocery stores in their area. The Tulare County (Calif.) group is planning a similar program with the kick-off on the 14th of this month. The stores so far contacted are anxious to handle the book for us at the \$2 price, saying it would help their sales.

These are ideas that might be passed on to other CowBelle groups.

**Marian Guthrie** (Indeed they are. I hope that by these and as many other methods as we can invent we will continue to distribute our cookbook all over the land. There is probably no better thing that we, as women, can do to help the beef industry than to get this set of all-beef recipes into the hands of the greatest number of city housewives.—ED.)

AMERICAN CATTLE PRODUCER

**MONEY-MAKING BEAR CLAWS—MAKE 'EM YOUR FIRST CHOICE AND YOU'LL COME BACK FOR MORE**

**BEAR CLAW**

MRS. J. C. MORRILL, Owner  
R. E. LEONE, Manager  
DAYTON, WYOMING



REGISTERED  
HEREFORDS  
ARABIAN HORSES

**RANCH**

## The LaRue "Long Bar" Cattle Squeeze Chute

The ONLY piece of equipment ever built that will do ALL the work of a Squeeze, Calf Table and Stock . . . PERFECTLY.

Write for Literature and Prices

**LAHUB MFG. CO.**  
PARKS, ARIZONA

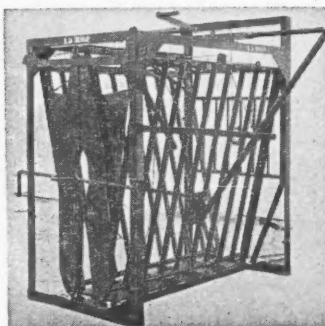




Photo shows some of the 20 Scotch Highland bull calves February and will be trucked to purchasers, who include being imported by 10 members of the American Scotch Montanans George Holmes, T. K. Larson and Stanley Sloan; Highland Cattle Association; following a quarantine period Nebraskan Ray Carr; South Dakotans Paul Berry and in Canada, they arrived at Belvidere, S. D., by rail in mid- Claude Olson.

**REPORT ON THE IDAHO COWBELLES.** In 1945 Mrs. R. J. Hawes of Twin Falls, who was living in Boise at the time, had a lovely tea at her home with Mrs. Leon Weeks, our secretary's wife, and on that day the Idaho group started to organize. The following year the group had a luncheon and really got organized, calling themselves the CowBelles. Mrs. Adin Hall of Glens Ferry was elected the first president, holding office for two years. The National convention was held in Boise during her term of office in 1947.

She was followed by Mrs. Seth Bursedt of Challis, Mrs. Amos Eckert of Boise, Mrs. Russell C. Larsen of Kimberly and in May of 1954 by Mrs. Walter Schodde of Burley. The Idaho CowBelles give an annual scholarship of \$100 to the University of Idaho, department of animal husbandry, for a boy or girl chosen by the departement head.

We meet but once a year at state convention time and are not organized locally or by counties. Started with 32 charter members, which has grown to 314. We were indeed fortunate at our convention held in Lewiston last May, to have National officers Mrs. Guthrie and Mrs. Carlisle with us. We had a registration of 274 ladies for the convention and among its highlights was a joint luncheon with the men—more than 500 present—and a ladies' luncheon at the Lewiston Country Club with Mrs. Guthrie and Mrs. Carlisle as our speakers. Gold CowBelle pins were presented to the three past presidents by Mrs. Larsen. A president's book was presented to the incoming president, Mrs. Schodde, with complete reports of National meetings, correspondence, charter members, etc. A song contest was conducted and Mrs. Marvin Whittman of Culdesac won with her words to the song "I See The Moon," which became our CowBelle Booster song.

Maxine Larsen

## HERE AND THERE

### WITH OTHER COWBELLES

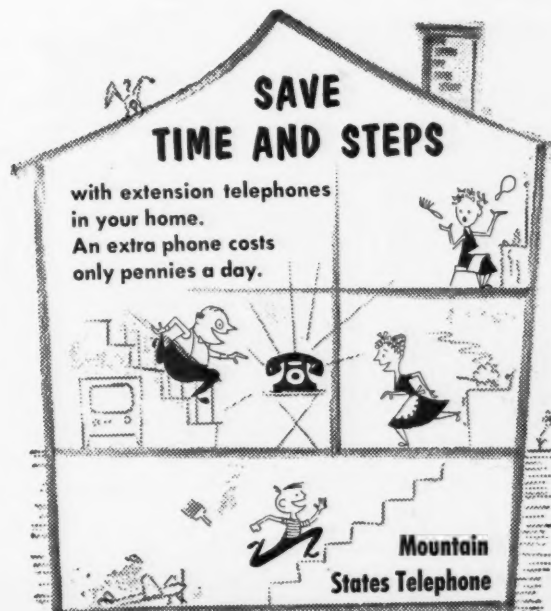
The joint convention of the Kansas CowBelles and Kansas Livestock Association will be held Mar. 10-11 and Mrs. Earl Kielhorn, president, reminds ladies who accompany their husbands to the meeting that they are cordially invited to all CowBelle activities, whether or not they are themselves members—"we hope they will have such a good time and like us so well they will want to join our organization," she says. The program is an unusually attractive one which no lady who attends the convention will want to miss.

The Tulare County (Calif.) Cow-

Belles met at Orosi recently for a very enjoyable luncheon served by the Garden Club of that city. New officers, including Mrs. Iris Klein of California Hot Springs, were installed. It was voted to send \$25 for furnishings for the new National Cattlemen's building in Denver. Mrs. Marian Guthrie reported on the cookbook and plans were made to sell it in a program patterned after that of Tehama County. A joint meeting with the Kern County CowBelles was planned.

\* \* \*

Arizona CowBelles met in annual convention in Yuma on Feb. 4. Twelve county organizations reported on their year's activities, all reflecting progress in beef promotion, Arizona's CowBelle material is proving a huge success



# BULLS

FOR SALE AT PRIVATE TREATY

## FRANKLIN HEREFORDS

A reliable source of practical, dependable registered Hereford breeding stock. Yearling bulls for sale now.

B. P. Franklin  
Meeker, Colo.

### POLLED OR HORNED HEREFORD BULLS

Our bulls have sired top selling feeder cattle for many commercial cattlemen

RUGGED BULLS REASONABLE PRICES

A. B. Hardin

Phone 022F23

Gillette, Wyo.

We have herd-header prospects and females for sale—our regular large type, big boned, smooth kind of cattle; a few two-year-old bulls.

F. E. MESSERSMITH & SONS

Alliance

Nebraska

## ABERDEEN-ANGUS CATTLE

Purebred and Commercial

GRASS RANGE

N BAR RANCH

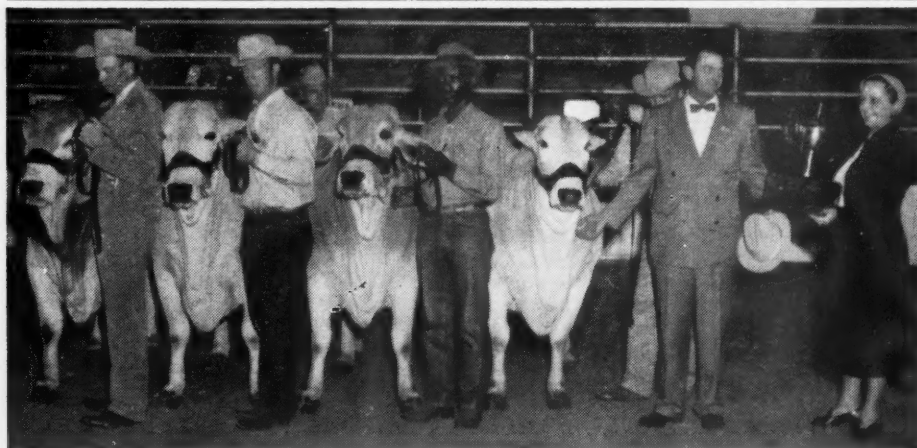
MONTANA

## CHANDLER HEREFORDS

Range Bulls of Uniform Quality in Carload Lots

Herbert Chandler

Baker, Oregon



Mrs. J. T. White of Hearne, Tex., whose husband is president of the American Brahman Breeders Association, is shown presenting the Paraguayan trophy to Edgar Hudgins of Hungerford, Tex., for the winning get-of-sire in the Brahman division at the Houston Fat Stock Show, Feb. 10.

Mr. White was elected to head the breed organization at its 31st anniversary membership meeting in Houston. L. S. Harris of Kissimmee, Fla., is the new first vice-president, and Harry P. Gayden of Houston was re-elected executive secretary.

and should be a good, steady source of income for the group's philanthropic activities. Next year's convention will be held in Tucson.

\*\*\*

Approximately 120 women attended the annual breakfast meet at the Shirley-Savoy Hotel in Denver last month. Seen at the head table were Mrs. Leavitt Booth, president of the Colorado CowBelles; Mrs. Tom Field, American National vice-president; Mrs. Tee Simms, publicity chairman of the beef promotion campaign; Mrs. Don Collins, wife of the first vice-president of the American National Cattlemen's Association, and many other prominent ranch women.

\*\*\*

The first annual convention of the Mississippi CowBelles was held at Jackson in January. Membership of this group, organized only last summer, has increased from just 7 members to 76 at the present time. Convention activities included a Dutch luncheon followed by a business meeting, at which time plans were made to increase membership in 1955 and to support and assist the cattlemen in their beef promotion program and the distribution of BEEF COOKERY.

\*\*\*

### NEW OFFICERS FOR '55

#### ARIZONA:

President, Mrs. Joe Clinton, Hereford. Vice-presidents, Mrs. Harry Knight, Yuma; Mrs. Leonard Neal, Kingman; Mrs. William King, Tucson. Secretary-Treasurer, Mrs. Spencer Shattuck, Bisbee.

#### CALIFORNIA:

President, Mrs. Jim Owens, Red Bluff. Vice-presidents, Mrs. J.B. Williams, Granite Station, Bakersfield; Mrs. Lawrence Daley, Escondido. Secretary-Treasurer, Mrs. Leland Davis, Red Bluff.

Are there any others? If you clip these and paste them in your 1954 year Book you can keep it up to date . . . until the new one is off the press. That won't be until later in the year, when most of the 1955 conventions have been held. In the meantime, let us know if your organization has new officers.

### FIRMS OFFER SCHOLARSHIPS

A major scholarship program is being sponsored by the Ralston Purina Co. It will make available a \$500 scholarship annually for an agriculture college student in each of the 48 states and three in Canada.

\*\*\*

To combat a shortage of well-trained research workers in veterinary medicine, Lederle Laboratories Division, American Cyanamid Co., has announced the creation of the "Lederle Veterinary Medical Students Research Scholarship" of \$1,000 for each accredited veterinary college.

Well educated is the man who is able to overcome a prejudice.

AMERICAN CATTLE PRODUCER

### CHARC

The se meeting of laise Cattl Houston, T present fr of the Uni Leakey, T W. D. Pa dent; Faye retary; C treasurer.

### FLO

At Lut Lake Ra \$136,185 e age; one females female in bid for a

### FORT W ENTRIES

A record the South Stock Sho with 7,500 vying for 1,381 entr Show. G proved to by K. O. Grove, OK a new rec Bridwel Falls, Tex load of b show Str of San A and reser

Herefor states inv 90 Heref with 48 bu and a \$77 turning \$ average w \$1,840.

A bull ler Ranch tin and L that part animal wa of Mason champions derson an had the r

### RI

Californ Bull Sale

HAND 1 Guarant



1 1/4" or 1 1/2" Price \$8.00. any color \$1 making belt f Free Fold Send 20c for

Dept. ACP

March, 19

## CHAROLAISE ASSN. ELECTS

The second annual membership meeting of the International Charollaise Cattle Association was held in Houston, Tex., Feb. 11. Members were present from France, Cuba and eight of the United States. J. M. Chittim of Leakey, Tex., was elected president; W. D. Parker of Houston vice-president; Fayette Yates, Marfa, Tex., secretary; Clayton Smith of Houston, treasurer.

## FLORIDA ANGUS SELL

At Lutz, Fla., last month the Sun Lake Ranch Angus sale brought in \$136,185 on 49 lots for a \$2,779 average; one bull brought \$7,500 and 48 females averaged \$2,681. The top female in the sale was successfully bid for at \$20,000.

## FORT WORTH DRAWS 7,500 ENTRIES IN CATTLE CONTESTS

A record number of exhibits featured the Southwestern Exposition and Fat Stock Show at Fort Worth last month, with 7,500 entries from some 30 states vying for \$183,642 in premiums and 1,381 entries in the Junior Livestock Show. Grand champion of the show proved to be a Hereford steer owned by K. O. Dixon, Honey Creek Ranch, Grove, Okla., which went on to bring a new record price of \$6,300.

Bridwell Hereford Ranch of Wichita Falls, Tex., won top honors with a carload of bulls and in the pen-of-five show Straus-Medina Hereford Ranch of San Antonio took both the grand and reserve championships.

Hereford breeders from southwestern states invested a total of \$56,640 for 90 Herefords in the Southwestern, with 48 bulls bringing a total of \$37,393 and a \$771 average and 42 females returning \$19,245 to figure \$458; over-all average was \$629. The top price was \$1,840.

A bull entered by Scofield and Miller Ranch, Shorthorn breeders of Austin and LeDon, Tex., was champion of that part of the show, and the reserve animal was shown by Mathers Brothers of Mason City, Ia., who also took the championship for a female; W. C. Anderson and Son of West Liberty, Ia. had the reserve champion female.

## RED BLUFF SALES UP

California's 14th annual Red Bluff Bull Sale has gone on the records with

## HAND TOOLED BELTS AT THEIR BEST Guaranteed to please in workmanship



1 1/4" or 1 1/2" wide, 3/4" taper with 3/4" buckle. Price \$8.00. Or without buckle \$5.00. Background dyed any color \$1.00 extra. No extra charge for name or making belt fit your buckle.

Free Folder on Belts, Billfolds, Ladies' Handbags. Send 20c for boot catalog for the finest in cowboy boots, and Custom-made Chaps.

**ATKINSON BOOT SHOP**

Dept. ACP

Trenton, Mo.

March, 1955

a \$139,130 total on 185 head to make a 22.7 per cent increase over last year's average, at \$752 for 1955. The top bull, from Peterson Bros., of Ogden, Utah, and Elko, Nev., brought \$6,000; the second-high animal, from Double M Hereford Ranch at Adams, Ore., went at \$5,600. The first bull sold went to Fred Dressler of Gardnerville, Nev., for \$2,650. The reserve champion, consigned by Dick Hibberd of Imbler, Ore., brought \$700. Herb and Chas. Chandler of Baker, Ore., brought in the reserve championship on a pen of five which were bought at \$850 each. Hubert H. Forney of Lakeside, Nebr., consigning his animals at this sale for the first time, sold a pair of bulls at \$880 each. A high-ranking junior yearling from A. H. Karpe's Greenfield Hereford Ranch at Bakersfield sold at \$1,150.

Of the total animals sold, those grading 1-minus brought 60 per cent more than the 2-plus bulls; 72 per cent more than the straight 2's, and 81 per cent more than the 2-minus bulls. Bulls grading less than 2-minus were sifted out. One hundred eighty-five Herefords sold; 17 Angus; 48 Shorthorns and 19 Polled Herefords.

Prior to the sale, Charles Stover, chairman of the sale committee, announced appointment of Abner McKenzie of Tehama County to membership on the committee; he succeeds the late Jack McKerras, a committee member for ten years.

## CIRCLE M SETS '55 RECORD

At Senatobia, Miss., on Feb. 14, 50 Polled Herefords sold for a total of \$243,900 to average \$4,878 per head. This was in the 14th annual sale of the Circle M Ranch, where 18 bulls commanded a total of \$149,000 for an \$8,278 average.

## HEREFORDS SELL IN S. D.

The South Dakota Hereford Association's sale at Aberdeen showed an average of \$675 for 61 lots to make a total of \$41,175; 47 bulls figured \$735; 14 females, \$473. The champion bull sold for the top price of \$2,200. The reserve champion brought \$1,400. A \$700 bid took the champion female, and the reserve champion female sold at \$800.

## ANGUS CONFERENCE SET

The first American Aberdeen-Angus conference is now scheduled for June 30-July 2 at Oklahoma A. & M. College, Stillwater, and will include a number of educators and cattlemen on its program. It is sponsored by the American Aberdeen-Angus Breeders Association in cooperation with the college; attendance is expected from all sections of the U. S., Canada and several foreign countries, according to Secretary Frank Richards.



# Lee Riders

(Western Cowboy Pants and Jackets)

"...long on comfort,  
wear and style!"

Says Casey Tibbs, world's  
champion saddle bronc rider.

Cut from tough 11-oz. Lee  
Cowboy Denim, Lee Riders  
are your best buy for wear,  
comfort and genuine western  
fit. Sanforized! Guaranteed!

THE H. D. LEE CO., Kansas City, Mo.

● "Beef Cookery," the National Cow-Belles' cookbook, is marking up a good record of sales for itself. By the middle of last month some 5,450 copies had been sold in 35 states at \$2 each.

## WHEATLAND RANCH

Aberdeen-Angus Breeding Stock  
For Sale

James B. Hollinger Chapman, Kan.

## HEREFORD HOUSTON WINNER

At last month's Houston Fat Stock Show the top honor among all breeds went to a 1,130-pound Hereford shown by 10-year-old Lile Lewter of Big Spring, Tex. The steer had first won in the heavyweight class and become grand champion of 4-H and FFA divisions; later, the animal brought a price of \$13,500 at auction. There were 666 fat steers in the show.

The grand champion Aberdeen-Angus bull at the Houston show was



**UP TO  
250 LBS.  
PRESSURE!  
VOLUME  
2 GALS.  
Per Minute!**

**Sells for half the price of any other power sprayer.** Plenty of pressure and volume for spraying livestock, buildings, orchards, etc. Equipped with NYRO "Nylon Roller" Pump. Powered by direct drive from 2.6 H.P. gas engine. Write for Illustrated Literature and "30-Day Trial Plan"

Farnam Co., Dept. 3

Omaha, Nebr.



Complete with set of figures 1 to 10, bottle of ink and full instructions, all for \$5.25, postpaid.

## CATTLE BLANKETS

Made from quality materials, expertly tailored, all sizes. Prompt service. Write for circular and prices.



## EAR TAGS

Several kinds to select from. Write for prices.

## NECK CHAINS

1. Bright silvery finish chain.
2. Solid brass number plates.
3. Key ring fasteners
4. Priced reasonable.



**FREE CATALOG**

Illustrating neck chains, ear tags, marking devices, syringes, veterinary instruments, brushes, combs, clippers, horn and hoof tools, remedies and hundreds of items for the stock raiser. —Write for it.

**BREEDERS SUPPLY CO.** COUNCIL BLUFFS IOWA



**JOHN W. WILLIAMSON & SONS, INC.**  
1545 SOUTH GREENWOOD AVENUE  
MONTEBELLO, CALIF. PHONE UNION 8-2121

an entry from Haystack Ranch at Longmont, Colo., owned by Lloyd K. Rudd. Runner-up in the bull division was an entry of Ralph L. Smith Farms, Chillicothe, Mo., which also exhibited the senior champion and grand champion female. Sunbeam Farms of Miami, Okla., showed the junior champion and reserve champion female.

## PRIZE ANGUS PROMISED IKE

To assure President Eisenhower of good blood in the Aberdeen-Angus herd he is putting on his farm at Gettysburg, Pa., officials of the Heart of Ohio Angus breeders have given him a certificate promising delivery of the heifer which is to be named grand champion of the association's show and sale in Columbus on April 23.

## HEREFORD MEMBERSHIP GROWS

One hundred, forty Hereford breeders over the nation became members of the American Hereford Association during January, to bring the total to an all-time high of 24,948. Largest additions to the rolls came from Kansas, Illinois, Texas, Missouri, Tennessee, Oklahoma, Iowa and California.

## N. W. NEBR. HEREFORD SALE

The Northwest Nebraska Hereford Association sale at Valentine concluded with a total of \$30,380 on 47 lots, making an average price of \$653. The 46 bulls offered set an average of \$660 and one female sold at \$295. The champion bull price was \$1,100 and the reserve animal brought \$1,110, while the top bull price was set at \$2,600. The champion female brought \$290.

## OMAHA POLLED SHORTHORNS SELL AT \$366 AVERAGE

The 40th annual sale of the Omaha Polled Shorthorn breeders Association early last month brought in a total of \$41,760 on 114 lots for a \$366 average, with 92 bulls going for a \$390 figure and 22 females averaging \$268. The champion bull brought the top price of \$1,500; the top female went at \$755.

## OCS HEREFORDS TO MAINE

A Hereford bull and two heifers—part of the Oregon State College purebred herd—were purchased recently by the University of Maine and Henry E. Swanton to form the nucleus of a research herd.

## S. D. HEREFORDS SELL

At Aberdeen last month 61 head of purebred were sold by the South Dakota Hereford Association for an average of \$685. The 47 bulls offered brought an average of \$735; 14 females averaged \$473. Top selling bull brought \$2,200, and the second-high sale was \$2,000. For the females, the top price was \$800 with \$700 as the next-high.

## SAN ANTONIO WINNER

The grand champion steer of the 1955 San Antonio Livestock Exposition last month was an 815-pound Hereford owned by seven-year-old Dan Wade Crenwelge of Fredericksburg. The reserve champion steer was a Hereford shown by Mark Campbell, 19, of Ballinger.

# BLDG. FUND HONOR ROLL

Continuing the listing of names which will appear on the American National plaque, of contributors who made the new Denver headquarters possible.

## ARIZONA

Foy Herschede H. J. Saxon  
J. Lester Kinney

## CALIFORNIA

A. D. & W. C. Albaugh  
Burleigh B. Beard  
Ed Burgson  
Walter Cantrall  
H. Clay Daulton  
L. J. Gamble  
A. J. Guidotti  
Frank L. King  
John L. Lewallen  
Robert C. Lewallen  
L. J. Lombardi  
J. & P. B. McGarva  
Dwight May  
John W. Nicoll  
Lewis Pierce  
Robert Ryburn  
Carl F. Twisselman  
Henry A. Twisselman  
Stanley L. Van Vleck  
D. H. Wiegand

## COLORADO

Hugh Bennett  
Joseph R. Coyte  
Denver Clearing House Assn.  
John J. Etchard  
F. Quarter Circle Ranch  
Craig A. Goodwin  
(In memory of Charles Murphy)  
Nelson Huffington  
Estate of John George Schafer  
F. B. Shaw (In memory of Dorothy Price Shaw)  
Sullivan Brothers  
Steve Swain  
Forrest Worm

## FLORIDA

Miles Scofield

## IDAHO

T. J. McMillan

## KANSAS

Charles F. Durham  
Dan N. Jackson  
D. W. Skinner  
Lynn L. States  
James Vernon  
States, Melvin E.  
States  
Willis H. Swayze

## LOUISIANA

W. J. Gayle & Sons

## MONTANA

William Armington  
John Briggs & Sons  
Reginald M. Davies  
Laura Helvey  
Carl Katzenberger  
Myrtle B. & Charles Schreiner III  
John A. Willard

## NEBRASKA

John W. Drayton  
Frank J. Haumont  
George Wickersham

## NEVADA

Louis J. Ward J. K. Houssels

## NEW MEXICO

A. D. Brownfield, Jr.  
Carter Bros.  
John R. Henry  
Arvel Jernigan (In memory of E. E. "Buckskin" Jernigan)  
Johnson Bros.  
Noel Rankin  
E. Roe Seward & Sons

## NORTH DAKOTA

Karnes Johnson  
LeRoy Perry (In memory of Victor J. Christensen)

## OREGON

Marvin S. Jeppesen  
G. T. Meador and Garland Meador  
Wayne Stewart (In memory of Eminger Stewart)

## SOUTH DAKOTA

Charles Bonhorst  
Robert S. Jones  
A. J. Marks  
William Weitenman

## TEXAS

Britt Ranch  
C. R. Canning  
Joe R. Lemley & Mother

## WASHINGTON

Harry Linden  
W. G. Scholz  
Joe T. Smith

## WYOMING

Will G. Metz

**AMERICAN CATTLE PRODUCER**

## TENN. UNIVERSITY TOPS SW BEEF JUDGING EVENT

The University of Tennessee took first in beef judging in the inter-collegiate contest, sponsored by the National Live Stock and Meat Board, at the Southwestern Livestock Exposition in Fort Worth. The team also placed second in beef grading and pork judging and third in the entire contest. John Swaim of the University of Tennessee was high individual in beef, pork and over-all contest. Oklahoma A. & M., second in the entire contest, placed second in beef judging, and the University of Wisconsin—top team of the whole event—was third in beef judging and grading. Iowa State was first in beef grading.

## PROTECT YOUR HERD

### AUTOMATIC CATTLE CURRIER

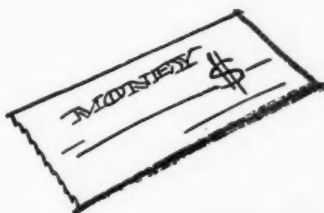


Keep your cattle clean and healthy without fuss or bother. Do it automatically, effectively, economically. Cattle like it. Removes stock pests; conditions hide and hair.

Write for free trial offer which includes new special spray concentrate for mixing with your own water or oil.

AUTOMATIC EQPT. CO. PENDER, NEBRASKA

fight cancer  
with a CHECK



and a CHECKUP



give to  
AMERICAN CANCER SOCIETY

March, 1955



Mar. 10-12—42nd annual convention, Kansas Livestock Assn., Wichita.

Mar. 11—Oklahoma Cattlemen's convention, Oklahoma City.

Mar. 22-23—Convention, Texas & Southwestern Cattle Raisers Assn., Dallas.

Mar. 22-24—20th annual Chemurgic Conference, Columbus, Ohio.

Mar. 24-25—Convention, Idaho Cattlemen's Assn., Boise.

Mar. 27-29—41st New Mexico Cattle Growers convention, Albuquerque.

Apr. 2-6—Grand National Junior Livestock Exposition, San Francisco.

Apr. 22-23—Annual National All-Female Milking Shorthorn Congress, Sale and Meeting, Springfield, Mo.

May 18-19—Convention, Sandhills Cattle Assn., Alliance, Nebr.

May 19-21—Convention, Montana Stockgrowers Assn., Helena.

June 2-4—64th South Dakota Stock Growers convention, Custer.

June 7-9—Wyoming Stock Growers convention, Casper.

June 9-11—Nebraska Stock Growers convention, Lincoln.

July 27-29—Annual meeting, American Stockyards Assn., Portland, Ore.

## CHICAGO LIVESTOCK PRICES

	Feb. 24, 1955	Feb. 25, 1954
Steers, Prime	\$29.00-34.50	\$25.50-30.50
Steers, Choice	23.50-31.00	22.25-27.00
Steers, Good	19.00-24.00	19.00-23.00
Cows, Comm.	12.75-14.50	12.75-14.00
Vealers, Ch.-Pr.	24.00-27.00	27.00-29.00
Vealers, Cm.-Gd.	15.00-24.00	16.00-27.00
Calves, Ch.-Pr.	18.00-22.00	18.00-25.00
Calves, Cm.-Gd.	13.00-18.00	14.00-18.00
F.&S. Strs., Gd.-Ch.	18.50-23.50	17.50-23.00
F.&S. Strs., Cm.-Md.	13.00-18.50	12.50-18.00
Hogs (180-240 lbs.)	15.75-16.75	25.50-26.15
Lambs, Gd.-Ch.	21.00-22.00	21.25-22.75
Ewes, Gd.-Ch.	7.00-9.25	7.50-9.50

## WHOLESALE DRESSED MEATS

	Chicago	Feb. 24, 1955	Feb. 25, 1954
Beef, Prime		\$47.00-52.00	\$44.00-45.50
Beef, Choice		40.00-44.00	37.00-39.00
Beef, Good		35.00-36.00	33.50-35.00
Beef, Comm.		31.00-33.00	30.00-32.50
Veal, Prime		41.00-43.00	44.00-47.00
Veal, Choice		35.00-40.00	37.00-39.00
Veal, Good		30.00-38.00	34.00-38.00
Lamb, Choice		37.00-42.00	40.50-43.00
Lamb, Good		36.00-40.00	39.00-42.00
Pork Loin, 8-12 lbs.		42.00-43.00	55.00-58.00

## COLD STORAGE HOLDINGS

	(In thousands of pounds)	Jan. 31 1955	Dec. 31 1954	Jan. 31 1954	5-Yr. Avg.
Frozen Beef		165,426	178,269	220,012	192,545
Cured Beef		8,923	9,579	9,859	12,493
Lamb, Mutton		8,978	9,714	11,460	14,104
Total Pork		506,477	448,645	393,307	588,918
Total Poultry		249,767	269,863	266,626	281,611

## FEDERALLY INSP. SLAUGHTER

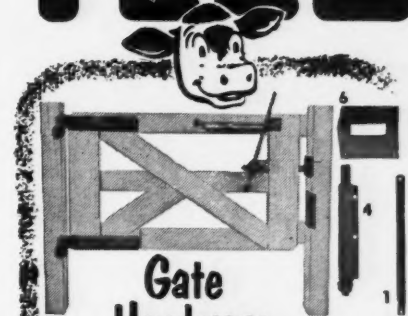
	(In thousands)	Jan. 1955	Jan. 1954	5,519	1,223
		1,521	563	4,712	1,243



To Reno we've all got to hand it  
For hiring that d— one armed bandit  
To take all the money  
From you and your honey . . .  
We said right at first, "We can't stand it."  
So drunk that they hardly could amble,  
Those big millionaires, how they'd gamble!  
When they'd play roulette,  
Five hundred they'd bet;  
From table to table they'd ramble.

These players with snowy white collars,  
Play sometimes for three thousand dollars;  
They may hit pay-dirt  
Or may lose their shirt,  
But no guy up there ever "hollers."  
But when we were broke and down-hearted,  
Then back toward our "casas" we started;  
And of the convention  
I'd rather not mention  
That far from our budget we'd parted.  
But we fell in love with Nevada—  
The land of romance and "cantada."  
With a toast to her health  
And her beauty and wealth,  
We drink to the state of Nevada.  
—Huling Means, Bernalillo County, N. M.

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Assemblies consist of:

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2. Latch Handle
3. Hinge Hook and Bolt
4. Latch
5. Hinge Strap
6. 2-Way Catch

THOMPSON & GILL, Inc.  
Madera, California

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|---|---|
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| <input type="checkbox"/> Cattle Squeeze | <input type="checkbox"/> Horn Weights             |
| <input type="checkbox"/> Calf Chute     | <input type="checkbox"/> Branding Irons & Heaters |

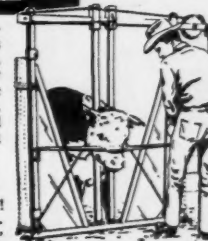
Name.....  
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Opening!

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Farnam Co., Dept. 3



Omaha, Nebr.

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80 deeded, hay and pasture, irrigated, 150 lease, irrigated, improved, near town and schools. Runs 100 to 150 head. \$25,000, with \$10,000 down.

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### COVER

The cover picture was taken on the ranch of Hubbard Russell, Maricopa, Calif.

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